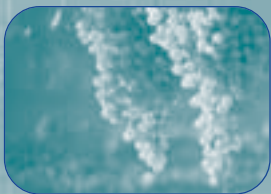




CALIFORNIA REGIONAL ECONOMIES PROJECT

Central Coast Economic Base Report



Central Coast Economic Base Report

A Product of the
California Regional Economies Project
2004

*Prepared by
J. K. Inc*

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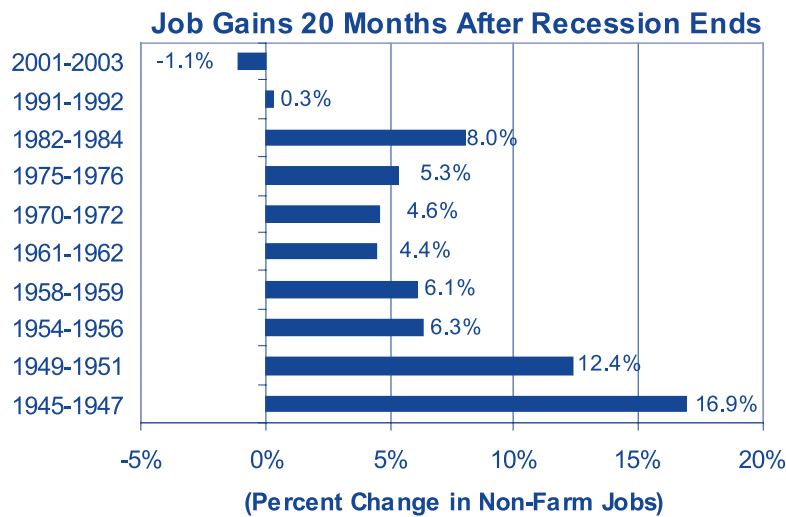
Central Coast (CC)

Economic Base

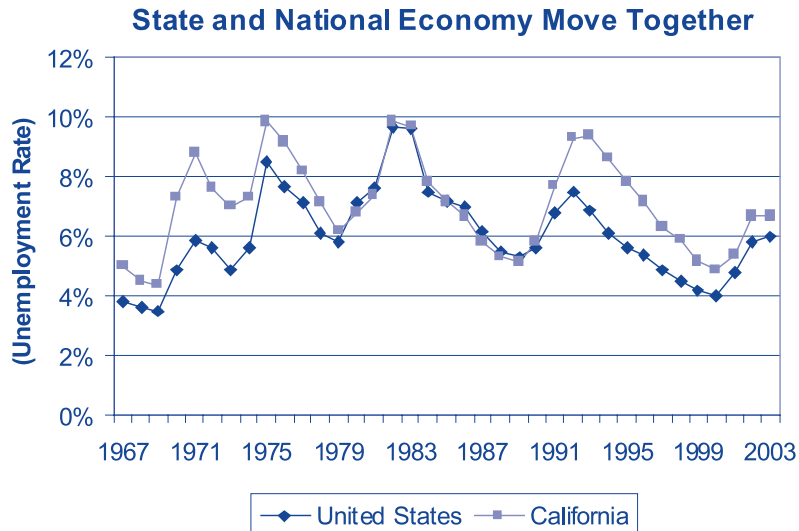
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The State and National Economic Context

The nation is beginning to recover from the weakest job recovery since the Great Depression. In every recession since World War II, job levels were higher 20 months after the recession ended, **except in the recent period**. The average jobs gain 20 months after the last seven previous recessions is 5%. A 5% increase in national jobs in the 2001-2003 period would be equal to more than a 6.5 million gain. Instead, the nation has **lost an additional 1.5 million jobs since the end of the recession**.

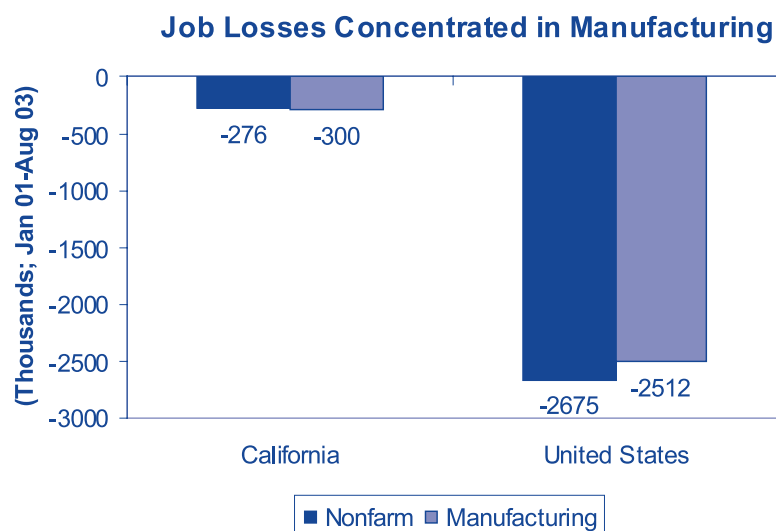


A strong national job recovery is essential for renewed job growth in California. While California can produce strong job and income growth when the national economy is growing, there are no cases when California prospered while the national economy was weak. In fact, as measured by unemployment or job and income growth, the state and nation have a long history of moving up and down together.

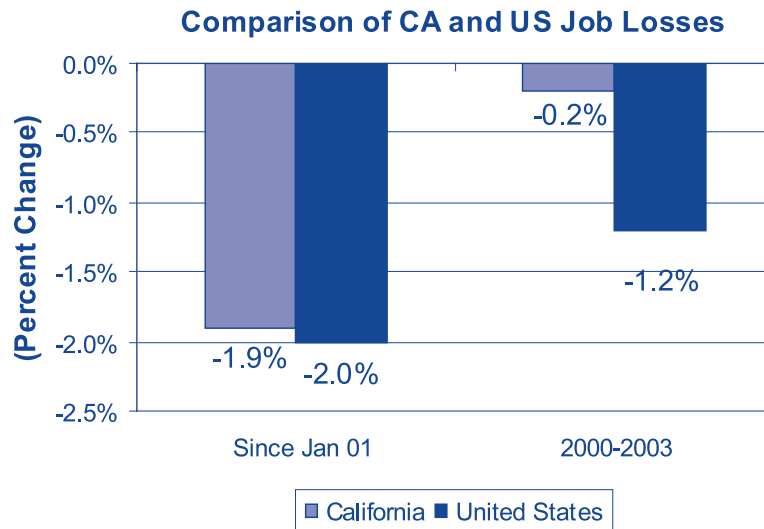


The only two times that the state and nation differed in economic cycles was in the early 70s and early 90s when California trailed the nation as the result of sharp cutbacks in defense spending.

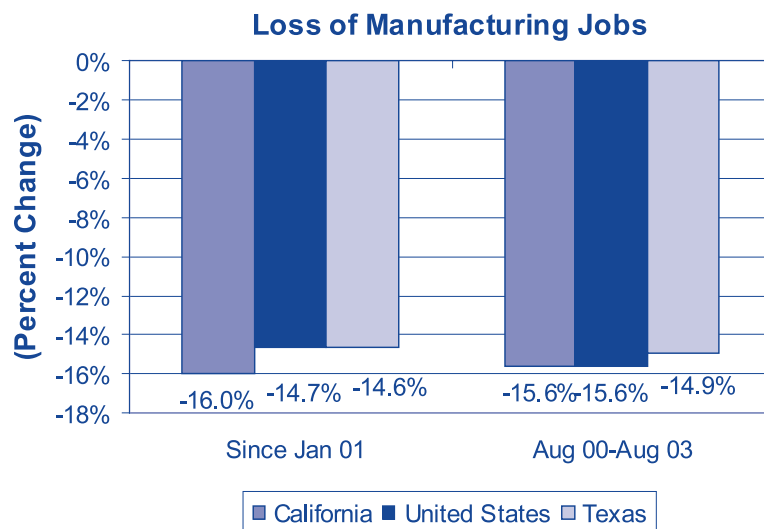
Since January 2001 when the recession began, California lost 276,000 nonfarm wage and salary jobs. During the same period, the state lost 300,000 manufacturing jobs. So, the state's entire recent job losses are accounted for by declines in manufacturing. The same picture emerges at the national level. Since January 2001, the nation lost 2.7 million jobs, of which 2.5 million were in manufacturing.



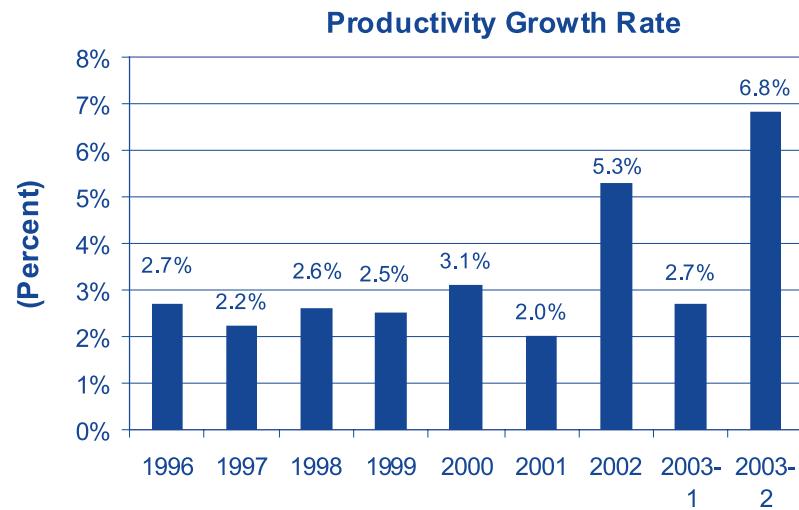
California has the same rate of job loss as the nation or has done a little bit better, depending on what time period is used to measure changes in job levels. Between January 2001 and August 2001, California lost 1.9% of the state's nonfarm jobs, while the nation lost 2.0%. When comparing average job levels in 2000 and 2003, state job levels are down 0.2% (26,600 jobs) while the nation's losses were 1.2%.



Manufacturing job losses were similar among California, Texas and the United States. Manufacturing job losses were approximately 15% since 2000 and did not vary much depending on what time period is used.



Productivity growth is one explanation of the “jobless” recovery. High productivity growth allows firms to produce more without needing additional workers and, in some cases, to produce more **with fewer workers**. Productivity growth has reached unusually high levels in 2002 and 2003. In 2002, productivity growth averaged 5.3% over 2001 levels. Roughly speaking, this level of productivity growth requires real GDP to grow at higher than 6.5% to reduce unemployment rates.



In the third quarter of 2003, productivity growth in the non-farm business sector was 9.2%. Therefore, GDP gains of 8.2 % in the third quarter should be enough to secure job growth. However, despite strong productivity and GDP growth, it is not certain that the nation will end the year with more jobs than in January 2003. And the labor force normally increases by 2 million per year.

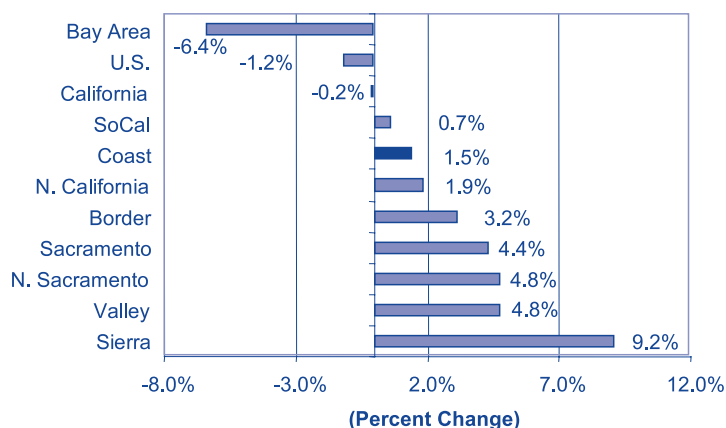
Productivity growth is essential for long-term prosperity. Productivity growth allows profits and wages to increase and living standards to rise. But, in the short run productivity tends to eliminate more jobs than it creates. Moreover, the jobs created are not necessarily compatible with the skills required in the jobs that were eliminated. Only time brings about equilibrium in the supply and demand for labor.

Therefore, in the short-term, this exceptional productivity growth makes the job of getting back to full employment much more difficult. And this productivity growth explains “where” most of the lost manufacturing jobs went - not to another state, not even abroad (although some did), but were simply lost because firms needed fewer workers to meet rising sales levels.

Job Growth Centered in Rural Economic Regions

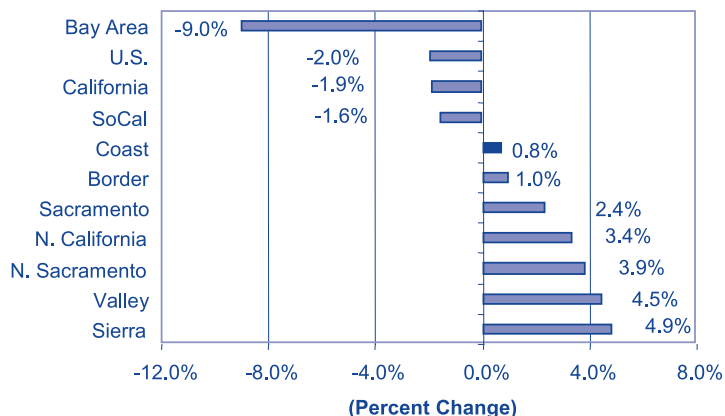
The Bay Area is the only economic region that lost jobs between 2000 and 2003. The Bay Area lost 253,300 jobs comparing the annual average job levels in 2000 and 2003. The state lost 26,600 jobs. The other eight economic regions **added 226,700 jobs**. Job gains of more than 4% were recorded in the Central Sierra, Greater Sacramento, Northern Sacramento Valley and San Joaquin Valley economic regions. Southern California posted a small (0.7%) job increase. The CC Economic region experienced a 1.5% job increase during the 2000-2003 period less than any region in the State other than SoCal.

Growth in Total Jobs 2000-2003



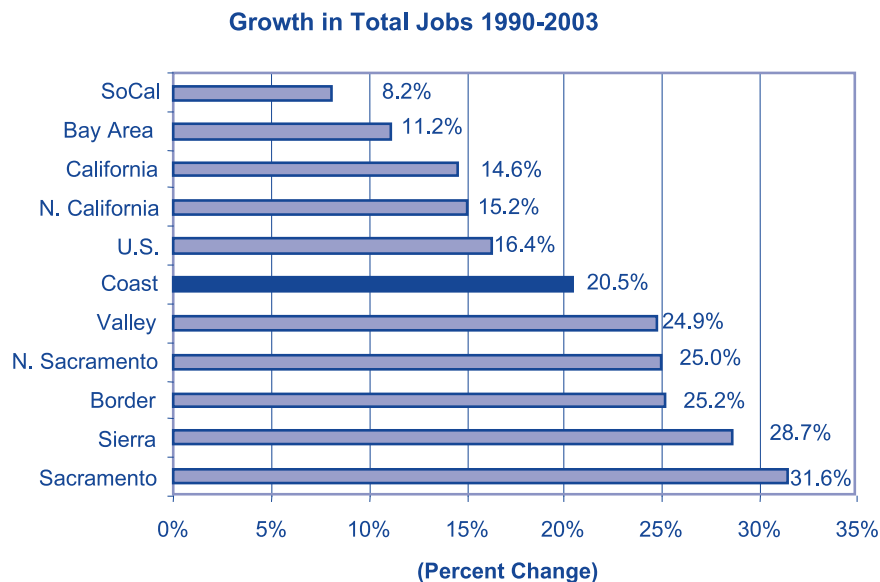
The overall pattern of regional employment growth does not change much even if one looks at the period starting at the beginning of the recession in January 2001. From January 2001 through August 2003, the Bay area lost 9.0% of the economic region's job base. Southern California had a job decline of 1.6%, less than the nation's 2.0% job loss, and **all other economic regions of the state showed job gains**, led by Sacramento and four of the State's five rural economic regions. The CC economic region had the lowest job gain of all regions with a job gain of 0.8 %.

Growth in Total Jobs Jan 01-Aug 03



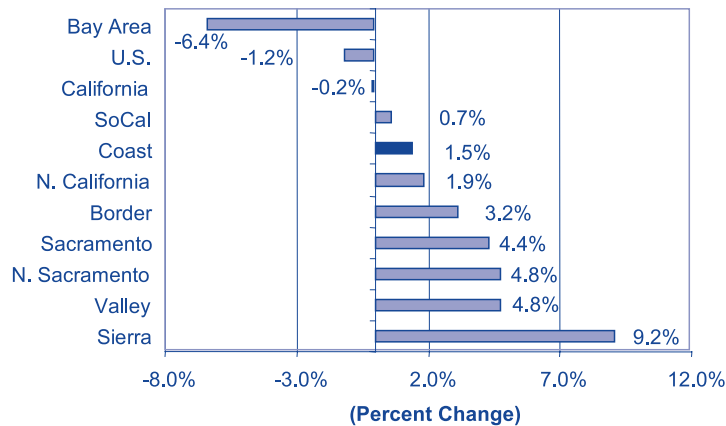
Comparison of Economic Regions

The Bay Area and Southern California had the lowest job growth rate since 1990 among the state's nine economic regions. Jobs in the Bay area increased by 11.2% compared to the nation's 16.4% gain. Only Southern California with an 8.2% increase trailed the Bay Area. The Greater Sacramento economic region had the largest gain at 31.6% followed by the CC economic region posted a 20.5% increase in jobs over the 1990-2003 period. This increase was greater than the U.S., California and the two largest economic regions in the State, the Bay Area and Southern California, but lower than all other regions of the State with the exception of the Northern California economic region.



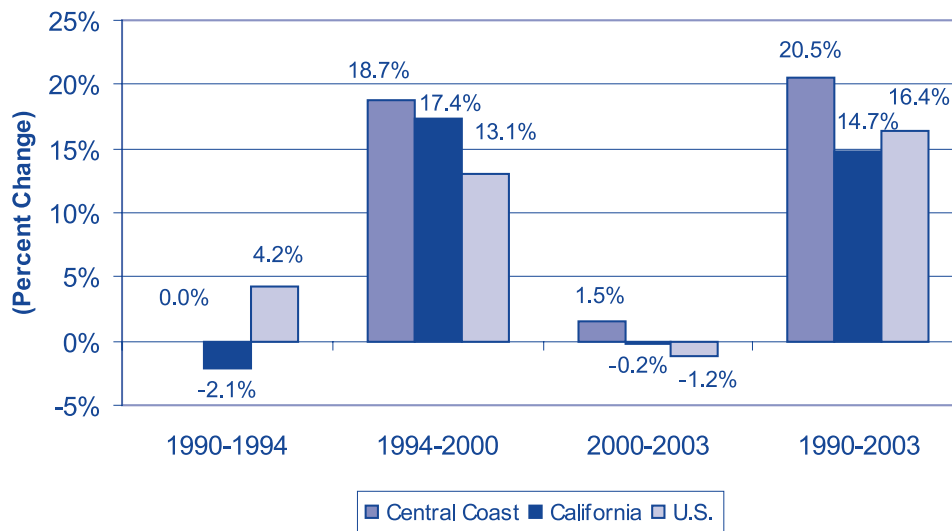
Trends in total job growth between 1990 and 2003 were also reflected in the most recent data from 2000 to 2003. The Bay Area continued its decline by losing 6.4% of its job base, more than either the U.S. or California, despite the fact that all other economic regions in the State experienced continued job growth. At a growth rate of 1.5% the CC was higher than the U.S, California and the State's two most urban regions but lower than all six other economic regions in the State over the three-year period.

Growth in Total Jobs 2000-2003



A comparison of the percentage of job growth in the CC region with the US and California in three segments of the 1990-2003 period reveals that the CC region exceeded both California and the U.S. over the 1990-2003 period in the percentage of job growth. The CC economic region also exceeded the percentage of job growth in the 1994-2000 segment and the 2000-2003 segment. During the 1990-1994 period, the CC region experienced no increase, but this is understandable given the loss of jobs in California during this segment of -2.1% despite an increase in jobs for the U.S of 4.2%.

Growth in Total Jobs

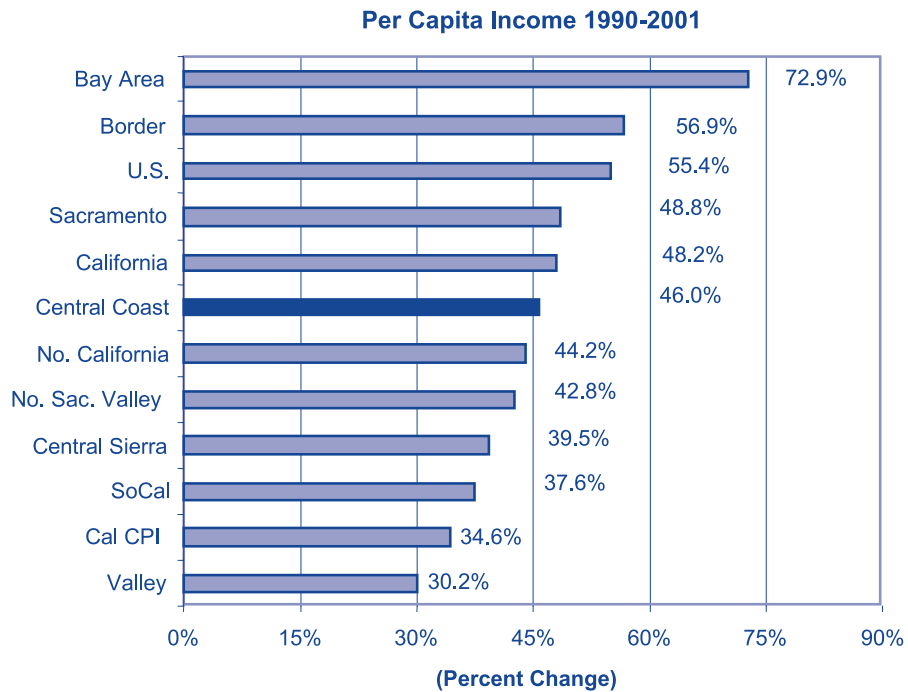


Per capita income for all economic regions in the State demonstrates clearly the three-tier character of income distribution. The Bay Area stands alone in per capita income at \$45.5 thousand well above that for CA, the US and any other region in the State. California, the U.S. and four economic regions follow with per capita income levels between \$32.9 and \$30.1 thousand. The CC economic region along with California, the U.S. and three other economic regions hold down the middle tier with per capita incomes between \$30.1 and \$32.9 thousand with the CC being the third highest of all economic regions in the State.



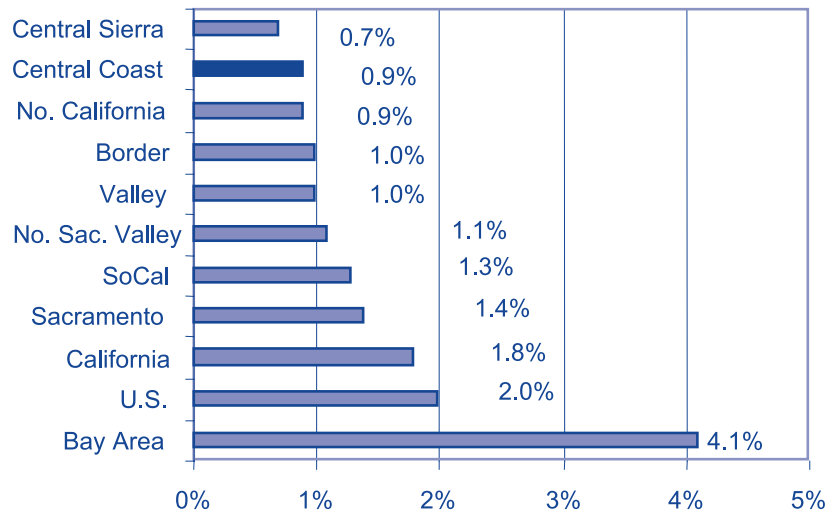
Per capita income growth between 1990 and 2001 further reveals that the three tier characteristics of per capita income in the State changed little during the past decade. The Bay Area led the way with a 72.9% increase in per capita income. The Second tier remained the same with the exception of Southern California, which dropped to the bottom of the third tier economic regions in per capita income growth. However, only the San Joaquin Valley economic region failed to keep pace with the California CPI.

Per capita income growth in the CC economic region was similar to that in California and the Sacramento economic region but significantly less than the U.S., the Southern Border economic region and the Bay Area economic region. Per capita income growth was also significantly above that for all other rural economic regions in the State.



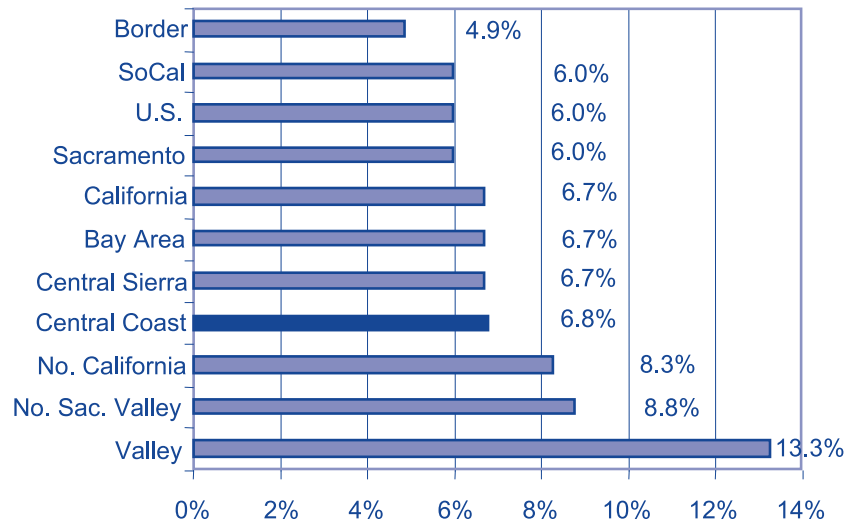
Another way of examining the performance of economic regions is to look at the changes in their unemployment rates over the twelve-year period. The Bay Area had the largest increase in unemployment rates among California economic regions since 2000. Bay Area unemployment rates increased by 4.1%, from 2.6% in 2000 to 6.7% so far in 2003. Every other economic region of the state, including southern California, had a smaller increase in unemployment rates than California or the nation. The Bay Area went from having the lowest regional unemployment rate in California to being near the state average. The CC economic region's unemployment rate increased by less than 1.0%, the lowest increase among all regions in the State. It was also less than the increase in unemployment for California and the U.S and far less than that for the Bay Area.

Change in Unemployment Rate 2000-2003



The unemployment rate for the CC economic region in 2003 was 6.8% compared to 6.0% for the U.S and 6.7% for California. The CC economic region's unemployment rate continued to be among the lowest for all rural economic regions with the exception of the Central Sierra economic region, which has a very small employment base.

Unemployment Rate in 2003



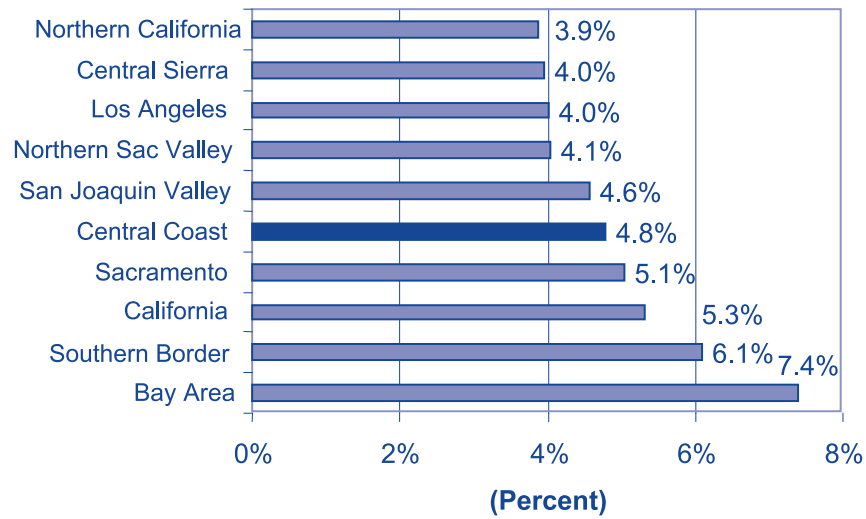
In contrast to the job and income growth previously presented, there is a great deal of similarity among the economic regions in terms of their unemployment rates. The Bay Area and Southern California share an approximate unemployment rate of between 6.0% and 6.8% with Sacramento, Central Sierra and Central Coast. The Southern Border economic region is clearly better off than other economic regions with an unemployment rate of 4.9%. The CC economic region had an unemployment rate of 6.8%, above the average for the State and the U.S.

Average wages for the rural economic regions of California in 2002 show the disparity between these economic regions and the average wage for California. This disparity is the major reason for the lower per capita income, which is persistent in rural California. The CC economic region's average wage in 2002 was just over \$34,600, better than San Joaquin Valley, Northern California and Northern Sacramento Valley but far less than California.



Data on average annual wage growth in the rural economic regions of the State also shows little change in the three-tier income system that is reflected in the per-capita income data for the 1997-2001 period. The CC economic region, for example, had an increase in average wages of 4.8% over the four-year period for which data was available. This was higher than the wage growth in Los Angeles and the four other economic regions of the State, but lower than that for the State which was 5.3% during this period.

Annual Average Wage Growth 1997-2001



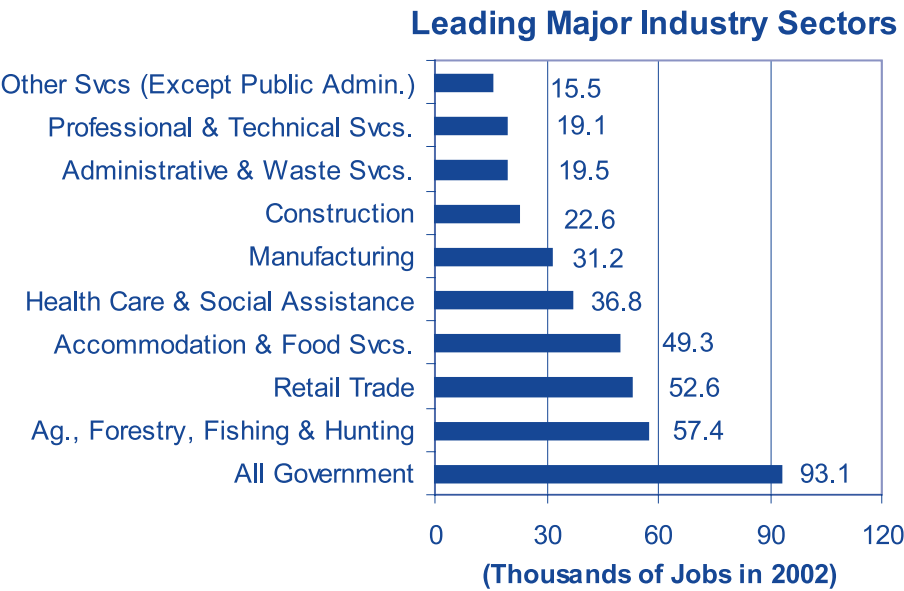
The CC economic region is unique among the rural regions of the state and has many of the characteristics of the State's more urban economic regions. The wages paid are higher than average for the State's rural regions and in some cases equal to that paid in the State's more urban regions. This is, in part, due to the more favorable mix in job growth in the CC economic region relative to the other rural regions of the State. This has led to a more favorable position in per capita income and lower unemployment rates.

Major Industry Sectors in the CC Economic Region

The major industry categories for reporting job data have changed with the introduction of the North American Industry Classification System (NAICS). Some of the major industry categories like Construction, Manufacturing, Financial Activities, Wholesale Trade, Farm and Government, have either identical or similar names to the previous SIC-based categories and cover approximately the same set of industries and workers. The NAICS Retail Trade category is the same as before, but without eating and drinking establishments, which have been moved to the new Accommodations and Food Services sector.

The leading major industry sectors in the CC economic region based on employment size and growth are presented in the following bar chart. All Government, which includes state and local public education, makes up this sector. Ag., Forestry, Fishing & Hunting, Retail Trade, Accommodation & Food Services followed this. These four industries accounted for 252,000 jobs in the CC economic region in 2002.

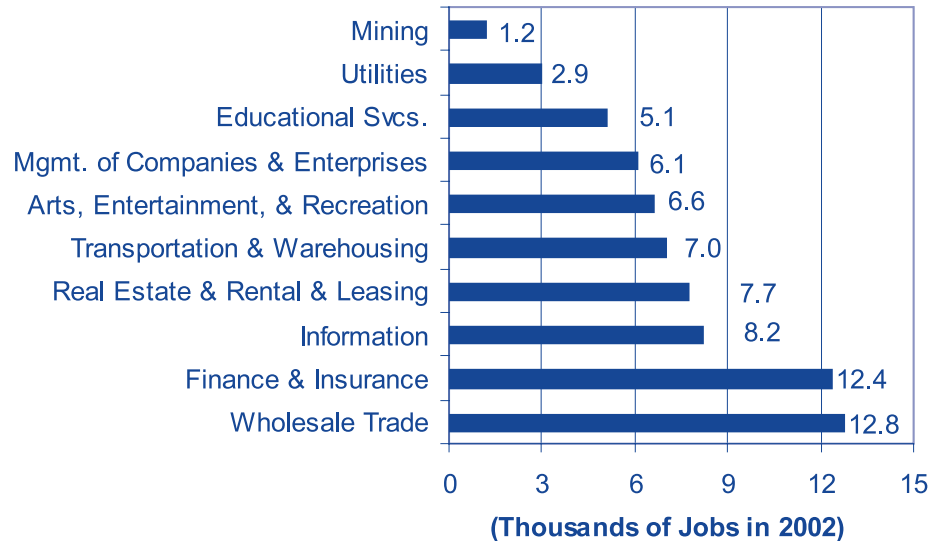
In addition, six industries, including Health Care & Social Assistance, Manufacturing, Construction, Administrative & Waste Services, Professional & Technical Services and Other Services (Except Public Administration) added 145,000 jobs to the CC economic base for the year 2002, led by Health Care & Social Assistance with 36,800 jobs.



In addition to these leading sectors ten industries contributed significantly to the job base in the CC economic region. Five industries, Wholesale Trade, Finance & Insurance, Information, Real Estate & Rental & Leasing and Transportation & Warehousing contributed 48,100 jobs to the CC economic regions economic base.

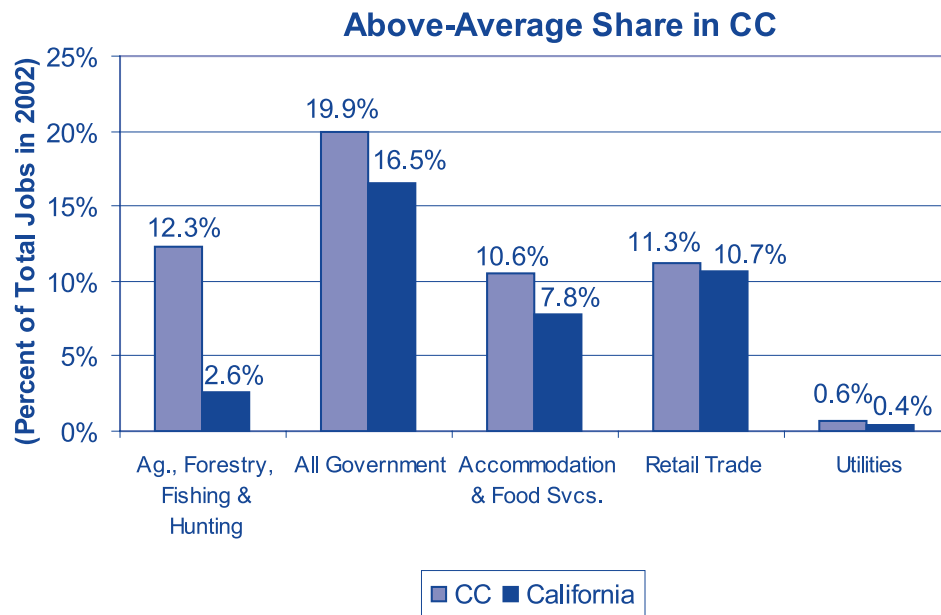
Five additional industries, Arts, Entertainment, & Recreation, Mgmt of Companies & Enterprises, Educational Services (Private), Utilities, and Mining contributed another 21,900 jobs to the regional economic base.

Other Major Industry Sectors

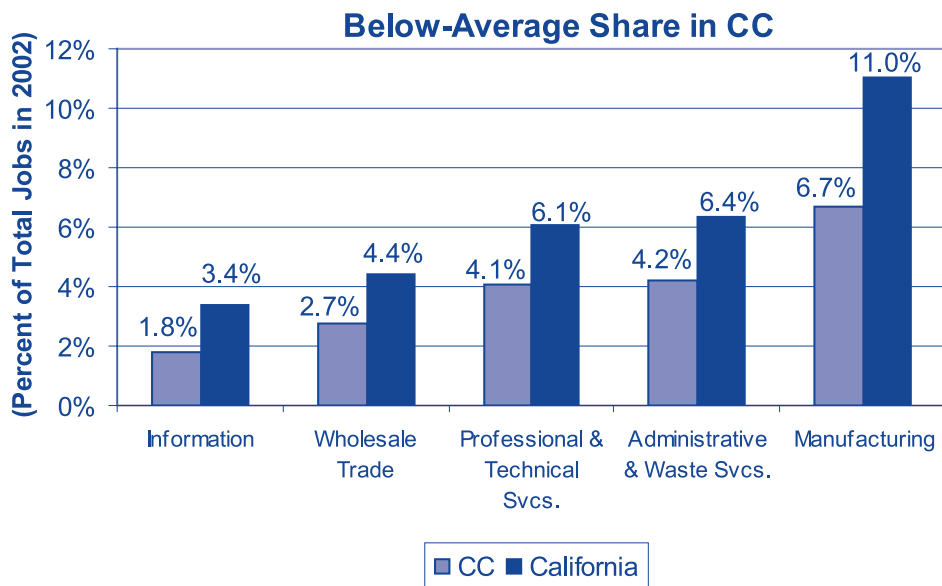


A measure of the importance of each of these industries to the CC Region economic base is the share of total State employment in their respective industries statewide. The following graphics identify the leading industries in the CC with respect to this measure. Five industries in the CC regional economic base were found to have an above average share of the total jobs in their industry while five other industries were found to have a below average share.

The above average share of industry jobs statewide was found in Ag., Forestry, Fishing & Hunting, All Government, Accommodations & Food Services, Retail Trade and Utilities. The largest differential was in Ag., Forestry, Fishing & Hunting with this sector having ten times the number of jobs in the CC region as the industry has in California statewide.

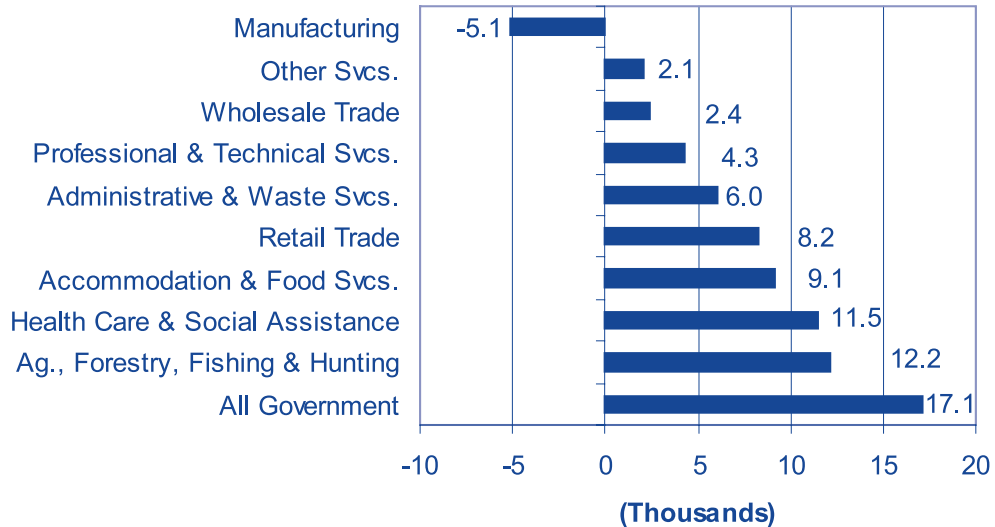


Among those with a less than average share of statewide jobs were Information, Wholesale Trade, Professional and Technical Services, Administrative & Waste Services and Manufacturing. The greatest differential was found in Manufacturing in which the CC economic region had 4.3% fewer manufacturing employees than the average statewide.



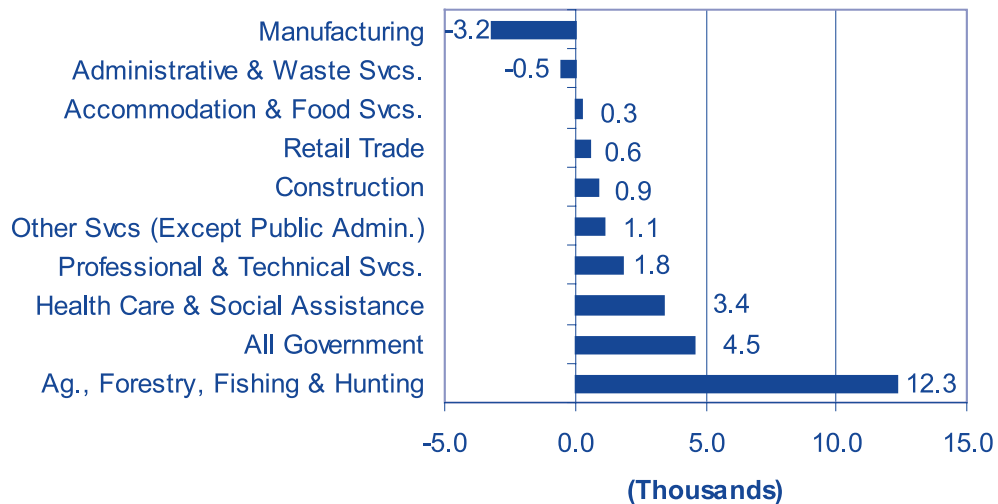
A second measure of performance for the CC economic region is the net job growth for industries making up the job base. All Government led the region adding 17,100 jobs during the 1990-2002 period. Ag. Forestry, Fishing & Hunting was second adding 12,200 jobs. Health Care & Social Assistance added 11,500 and Accommodations & Food Services added 9,100 followed by Retail Trade at 8,200. Four additional industries added 14,800 more jobs and Manufacturing lost over 5,000.

Job Growth in Leading Major Industries 1990-2002



Job growth during the 2000-2002 period, the most recent data available, revealed several changes in the trends over the longer 1990-2002 period. For example, Ag, Forestry, Fishing & Hunting experienced a significant expansion in job growth in the most recent period which approximately equaled the twelve year job growth average for the CC economic region in two years. However, job growth in the Manufacturing sector continued to fall at an accelerated rate.

Job Growth in Leading Major Industries 2000-2002



CC Economic Base

The term economic base is usually limited to those industries that export their products and services outside the jurisdiction that comprises the study area leaving out those industries that primarily or exclusively serve the local population base. This convention, however, is becoming more difficult to maintain since many industries now serve both the local population and the export market extensively.

Therefore, this analysis of the CC as well as the analysis for the other four rural economic regions in the state (San Joaquin Valley, Central Coast, N. California and the Northern Sacramento Valley) include both local serving and export industries in our definition of the economic base. The criteria for selecting the components of the economic base are the top job providers in 2002 and top job generators from 1990 to 2002.

Based on these criteria, the ten industries included in the CC economic base for this analysis are the following*

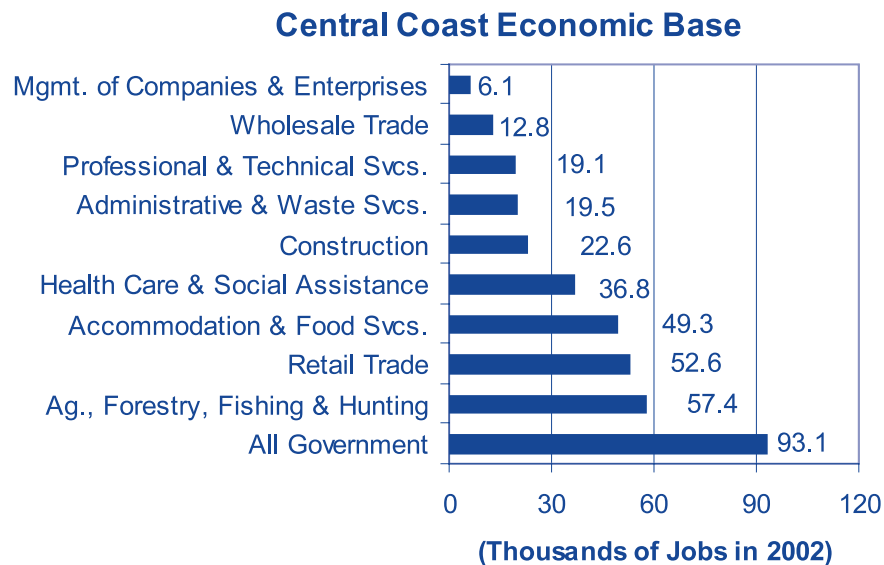
- All Government
- Agriculture, Forestry, Fishing & Hunting
- Retail Trade
- Accommodations & Food Services
- Health Care & Social Assistance
- Construction
- Administrative & Waste Services
- Professional & Technical Services
- Wholesale Trade
- Management of Companies & Enterprises

Therefore, in this analysis the CC economic base is composed of the ten industries that provide the greatest number of jobs in the region and/or those industries that have shown the largest increase in jobs over the 1990-2002 period. The overall performance of these ten industries will also be measured by their ratio of job growth to that of the industry throughout the State during this period.

* See Appendix for a list of sub-sectors in these NAICS categories

For the purposes of this report, the economic base of the CC economic region of the State will be those industries in the bar charts below. All Government leads all sectors with 93,100 jobs in 2002. Three other industries, Ag., Forestry, Fishing & Hunting, Retail Trade and Accommodation & Food Services add an additional 159,300 to that total.

These five industries are followed by Health Care & Social Assistance with 36,800 jobs, Construction with 22,600 jobs, Administrative & Waste Services with 19,500 job, Professional & Technical Services with 19,100, Wholesale Trade with 12,800 and Mgmt. of Companies & Enterprises at 6,800 jobs.



Changes in the CC economic base were led by All Government, which added 17,100 net new jobs to the economic base between 1990 and 2002. This sector was followed by Ag., Forestry, Fishing & Hunting with 12,200 net new jobs, Health Care & Social Assistance with 11,500, Accommodation & Food Services with 9,100 and Retail Trade with 8,200.

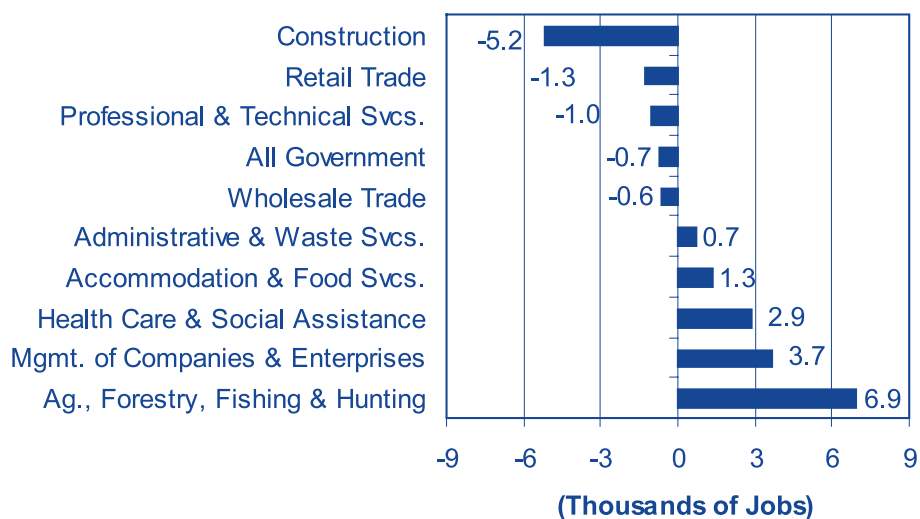
Five additional industries combined to add 22,100 to the local economic base of the CC.

Change in CC Economic Base 1990-2002



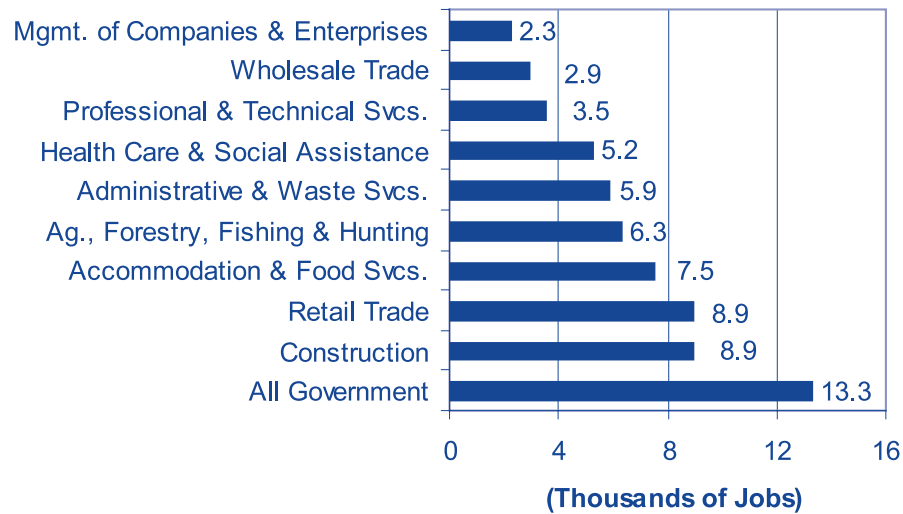
Changes in the job base of the CC economic region broken into segments provide a look at the cyclical variance in job growth by industry. During the 1990-1994 period, a period of modest job growth and decline in some sectors, Ag., Forestry, Fishing & Hunting and Health Care and Social Assistance led job growth. Five industries showed job losses during this period.

Change in CC Economic Base 1990-1994



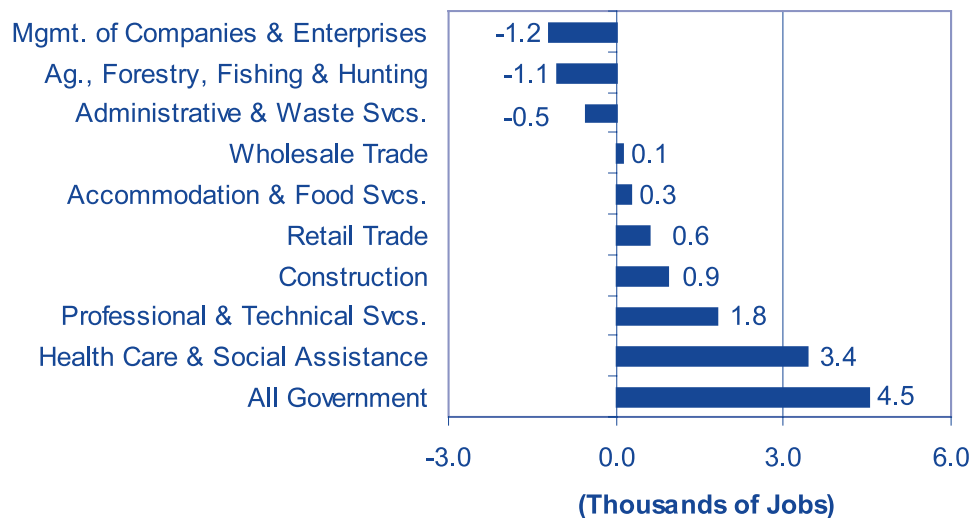
During the following period, 1994-2000, a period of rapid job growth, All Government, Construction, and Retail Trade took the lead creating 31,100 net new jobs. Two additional industry sectors, Accommodation & Food Services and Ag., Forestry, Fishing & Hunting added 7,500 and 6,300 respectively. Five additional industry sectors added 19,800 net new jobs to the CC job base.

Change in CC Economic Base 1994-2000

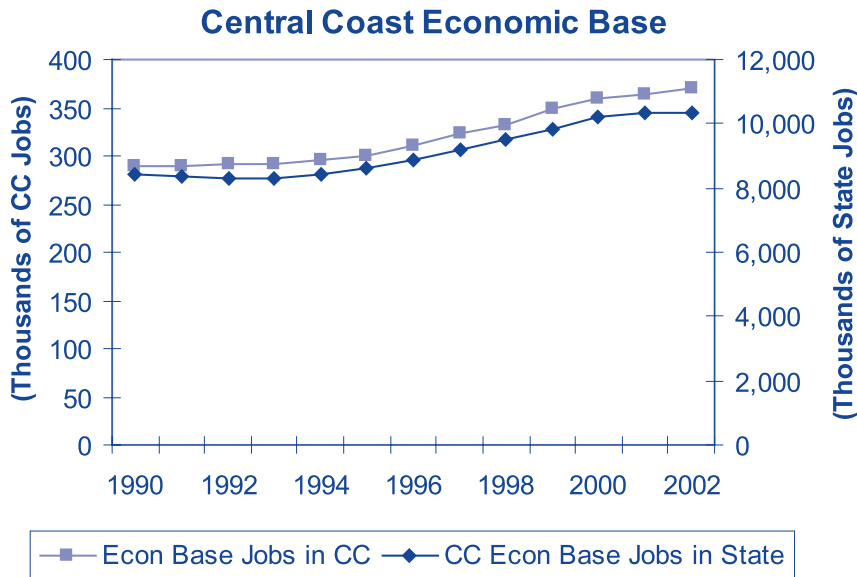


During the final period for which data is available, 2000-2002, All Government remained the leading job creating sector followed by Health Care & Social Assistance and Professional & Technical Services which added a combined 9,700 jobs. Three sectors lost jobs during this period while modest gains were shown by the other four sectors.

Change in CC Economic Base 2000-2002



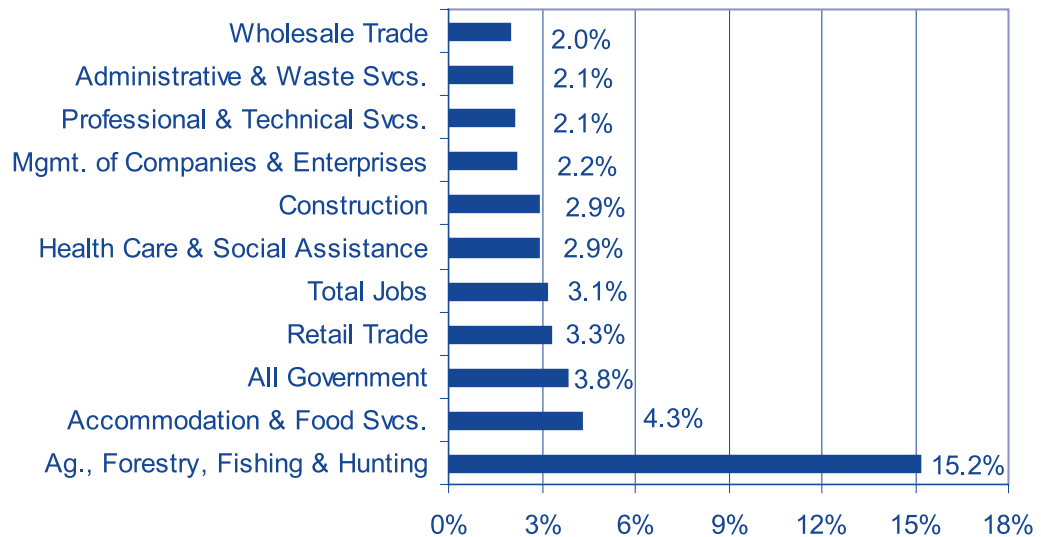
Another way of determining the performance of individual industry sectors in the CC regional economic base is to compare their job growth with the State. The following graphic shows that job growth in the leading industries in the CC economic base are consistent with trends for statewide industry job growth. This suggests that the region's industries have kept pace with the state.



As might be expected from the overall consistency of job growth in the CC economic region and the average job growth for economic base industries statewide, as shown in the above graphic, the individual industries that make up the CC job base also show trends that are consistent with overall industry growth. For example, the ten industries included in the CC regional economic base increased by approximately 27% while the increases statewide amounted to 22.7%.

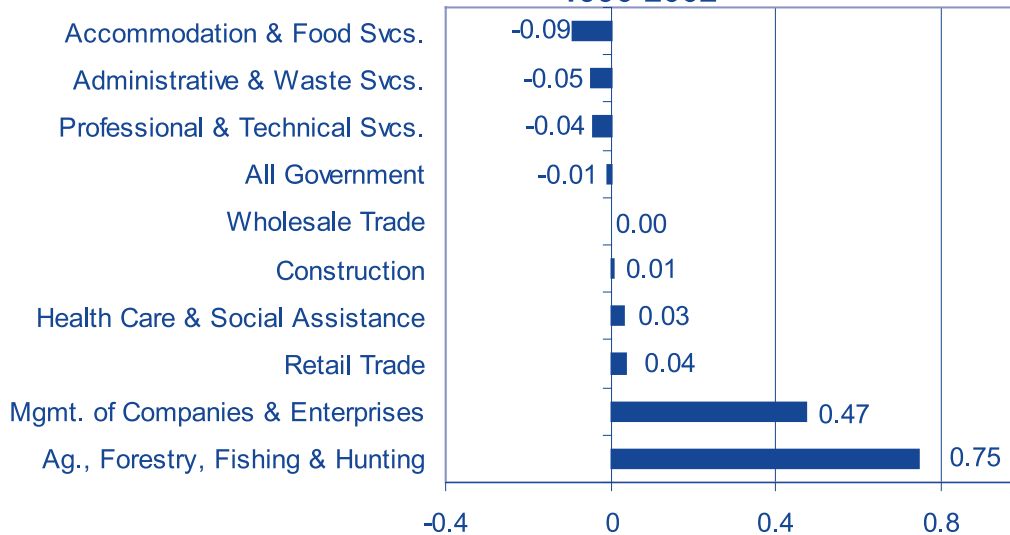
However, on jobs in the region compared to those in the State some industries stand out. Accommodation & Food Services has over four percent of the total number of jobs statewide while Ag., Forestry, Fishing & Hunting, has over fifteen percent of number of jobs in that industry statewide. All Government in the CC economic base has almost four percent of jobs in that sector statewide while Retail Trade has almost three and one-half percent of the retail jobs in the State. In fact, total jobs for the key industries in the region's economic base are just over three percent of those statewide for these industries.

CC Share of California, 2002



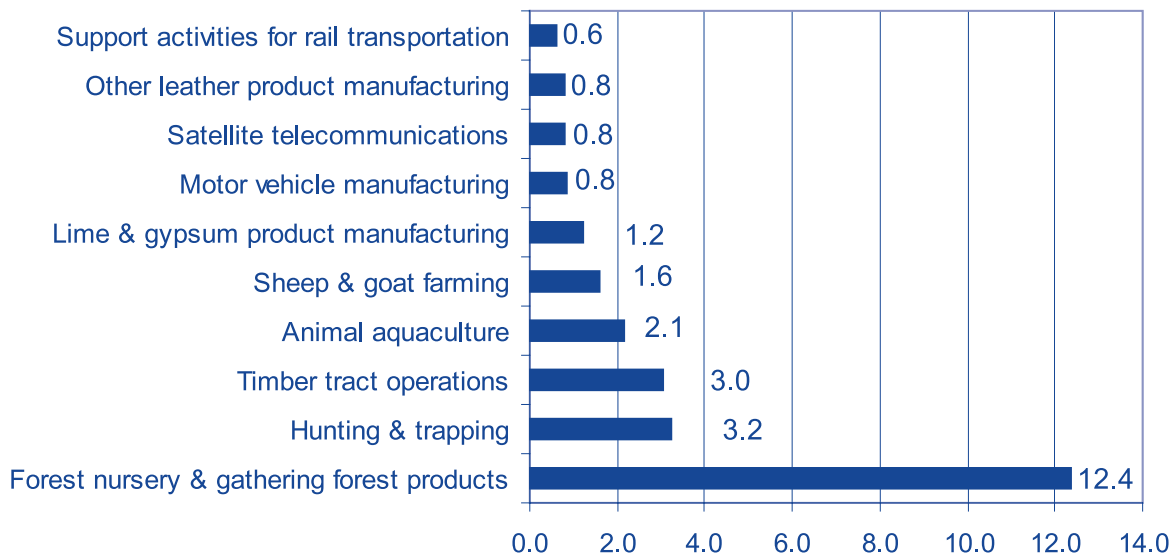
Employment concentration is the percentage of regional employment divided by the percentage of state employment in the same sector. A positive change in this ratio may suggest that regional employment has grown at a faster rate than state employment, and helps to identify sectors of regional advantage. The following graphic shows the change in the concentration of jobs in the CC economic region for all industries in the job base. Two industries account for the largest increase in concentration, Ag., Forestry, Fishing & Hunting which increased its concentration in the region by 0.75 between 1990 and 1992 and Mgmt. of Companies & Enterprises, which increased its concentration by 0.47. It should also be noted that five industries either lost concentration or stayed the same during this period. These industries are not growing in the CC economic region as fast as statewide job growth. If they continue to grow at their current pace they will continue to lose concentration.

Change in CC LQ as Compared to California 1990-2002



Increases in the level of concentration in industries that are not among the current major providers of jobs show some of the industries that could be expanding their presence in the CC economic region. The following identifies the top ten industries that started the period with less than fifty jobs and increased their concentration during the period.

Change in CC LQ for Top 10 Job Providers with < 50 Jobs in 1990, 1990-2002



Although these industries only increased by a small number of jobs it is not unusual for entrepreneurial industries to experience rapid job growth after a few years of operations. Therefore small industries showing job growth potential, no matter how small, should be carefully watched and nurtured.

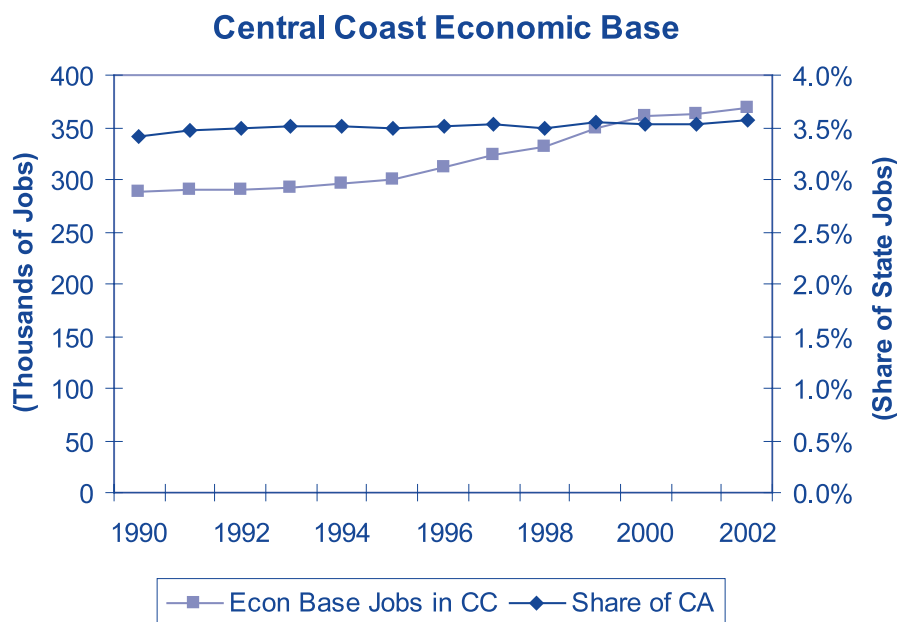
Detailed Descriptions of the CC Economic Base Industries

Each of the industries that compose the CC Regional economic base is made up of several industries at the NAICS three and four digit levels. This section provides the detail on these sub-sectors for each of the ten industries selected for inclusion in the CC regional economic base.

The following line chart compares changes in job share with job growth for the CC economic region. This is a measure of the success of the CC economic base industries to keep pace with statewide job growth and signals prospects for continued growth in the jobs being made available by firms in the CC economic base.

Despite a positive trend in job growth, some of the ten economic base industries included in the CC economic regions job base have failed to improve their share of the statewide jobs over the 1990-2002 period.

From 1990-1999, CC regional industries were maintaining a constant share of statewide job creation. Since 1999 the number of jobs being created by the region's industrial base, while growing significantly in number of jobs, are failing to grow at a level sufficient to increase its share of industry job creation statewide. This means that the statewide growth of these industries is outpacing industry jobs in the CC economic region despite continued job growth.



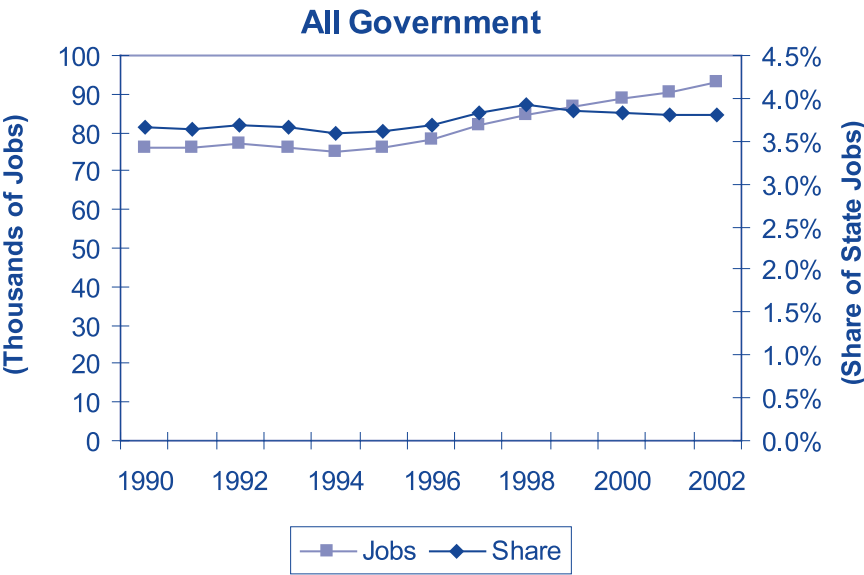
The following sections will provide information on the job growth and job share for the major sub-sectors of the ten industries included in the CC economic base. This information will be given at the three and/or four digit NAICS code level to shed light on the performance of each industry and their share of statewide jobs.

All Government

The All Government sector of the CC economic base is composed of jobs in the federal government, state government and local government. Jobs in public education are included in the state and local government sectors. Jobs in private sector educational organizations are not included.

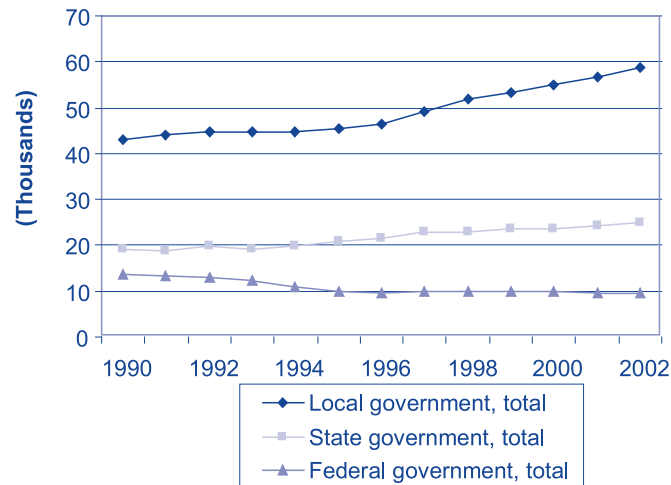
Local government, including education, was the major contributor to job growth in CA during the 1990-2002 period. This sector increased from 1.3 million jobs in 1990 to 1.7 million jobs in 2002 for an increase of approximately 400,000. During the same period state government, including education, increased from 382,000 jobs to 472,000 jobs for a gain of approximately 90,000. Federal government jobs, including defense, decreased from 362,000 to 254,000 a decrease of 108,000 over the thirteen-year period.

Growth in jobs in the All Government sector in the CC economic region begins a steady growth trend in 1994, which continued through 2002. However the region's share of All Government jobs begins to fall from its peak in 1998 and has continued to decline through 2002. **This shows that All Government in the CC economic region is growing slower than All Government statewide despite continued increases in regional job growth.**



The source of job growth in All Government is concentrated in the local government sector and is increasing in excess of state government jobs. At the same time the number of jobs created by the Federal government has fallen significantly over the twelve-year period.

Jobs in Local, State, and Federal Government



In 1990, local government accounted for 43,200 jobs in the CC economic region. By 2002 the job total for this sector had increased to 58,700 primarily in the education component of local government, an increase of 35.8% over the twelve-year period. State government increased from 19,000 jobs in 1990 to 24,900 jobs in 2002, an increase of 5,900 or 31%. During the same twelve-year period jobs in the Federal government fell by 4,200 or 30%.

| Central Coast Government (Thousands of Jobs) | | | | |
|--|------|------|------|------|
| | 1990 | 1994 | 2000 | 2002 |
| Local government, total | 43.2 | 44.8 | 56.7 | 58.7 |
| State government, total | 19.0 | 19.7 | 24.3 | 24.9 |
| Federal government, total | 13.8 | 10.8 | 9.5 | 9.6 |

Source: EDD

/1 - Local government includes local education

/2 - State government includes state education

/3 - Federal government includes defense

Construction

Industries in the Building, Developing, and General Contracting sub-sector comprises establishments primarily responsible for the entire construction (i.e., new work, additions, alterations, and repair) of building projects. Builders, developers, and general contractors, as well as land sub-dividers and land developers are included in this sub-sector.

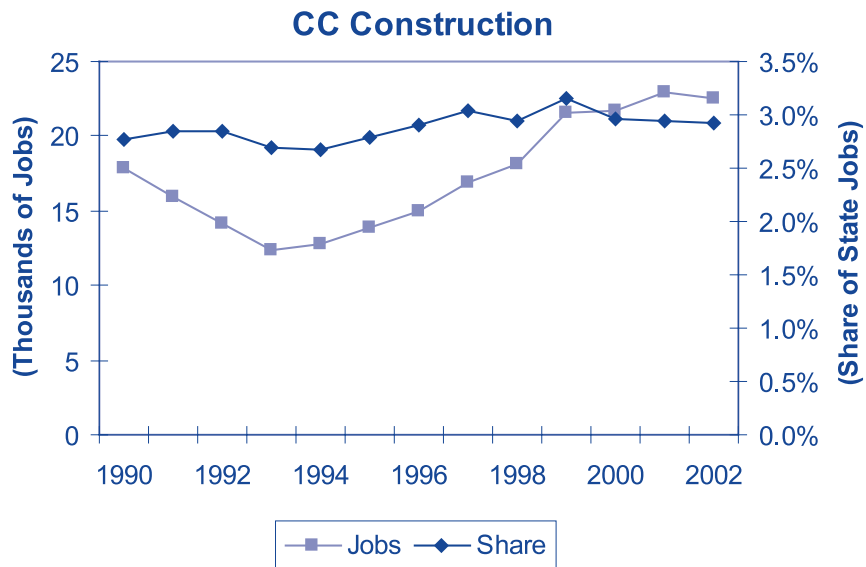
Establishments identified as construction management firms for building projects are also included. The construction work may be for others and performed by custom builders, general contractors, design builders, engineer-constructors, joint-venture contractors, and turnkey contractors, or may be on their own account for sale and performed by speculative or operative builders.

Industries in the Special Trade Contractors sub-sector engage in specialized construction activities, such as plumbing, painting, and electrical work. Those establishments that engage in activities primarily related to heavy construction, such as grading for highways, are classified in Sub-sector 234, Heavy Construction. The activities of this sub-sector may be subcontracted from builders or general contractors or it may be performed directly for project owners. The construction work performed may include new work, additions, alterations, or maintenance and repairs. Special trade contractors usually perform most of their work at the job site, although they may have shops where they perform prefabrication and other work.

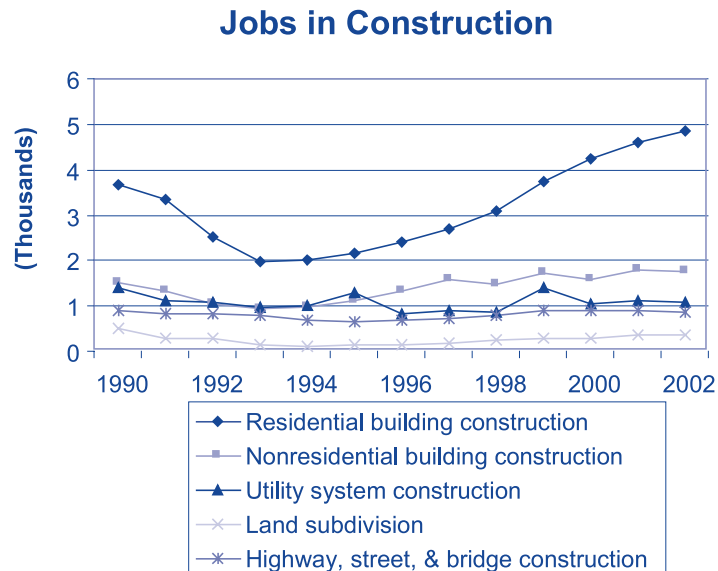
Construction was among the leaders in job growth in CA during the 1990-2002 period. Statewide, this industry grew from 645,000 jobs in 1990 to 773,000 jobs in 2002, an overall increase of 128,000 jobs or 20%.

Jobs in Construction in the CC economic region illustrate the relationship between regional trends and industry trends statewide. Regional job growth experienced a sharper reduction during the 1990-1993 period than that of the industry statewide although both declined as reflected by a simultaneous fall in job growth and job share.

This decline was followed by a steady increase in job growth and regional job share from 1993 to 1999. However, the period 1999 to 2002 shows a divergence between regional job growth and regional job share indicating that job growth, while strong, and is not keeping pace with regional job share.



Job growth in the regional Construction industry is led by residential building construction. This component of the Construction industry fell during the 1990-1993 period, but increased sharply from 1993 until 2002. Non-residential building construction followed the same trend but with a far less impressive increase. The other three components of the Construction industry in the CC economic region showed modest job increases during the twelve-year period.



Residential building construction increased from 3,700 jobs in 1990 to 4,800 jobs in 2002. However this increase of approximately 1,000 jobs, or 29.7% was interrupted by a fall in jobs during the 1990-1994 period of 1,700 jobs which was offset by subsequent increases from 1994-2002. Non-residential construction following a similar pattern, decreasing in jobs by 500 from 1990-1994 but increasing by 300 over the twelve year period. Increases over the entire period were recorded by several other components of the Construction industry with building finishing contractors adding 1,400 jobs and building foundation & exterior contractors adding 1,200 jobs.

| Central Coast Construction (Thousands of Jobs) | | | | |
|--|-------------|-------------|-------------|-------------|
| | 1990 | 1994 | 2000 | 2002 |
| Residential building construction | 3.7 | 2.0 | 4.2 | 4.8 |
| Nonresidential building construction | 1.5 | 1.0 | 1.6 | 1.8 |
| Utility system construction | 1.4 | 1.0 | 1.1 | 1.1 |
| Land subdivision | 0.5 | 0.1 | 0.3 | 0.3 |
| Highway, street, & bridge construction | 0.9 | 0.7 | 0.9 | 0.9 |
| Other heavy construction | 0.3 | 0.2 | 0.3 | 0.2 |
| Building foundation & exterior contractors | 1.9 | 1.6 | 3.4 | 3.1 |
| Building equipment contractors | 3.8 | 3.2 | 4.2 | 4.5 |
| Building finishing contractors | 2.9 | 2.1 | 4.0 | 4.3 |
| Other specialty trade contractors | 1.1 | 0.8 | 1.5 | 1.6 |

Source: California Employment Development Department

Health Care & Social Assistance

Health Care & Social Assistance is a new NAICS category. It includes four sub-sectors, Ambulatory Health Care Services, Hospitals, Nursing & Residential Care Facilities and Social Assistance.

Industries in the Ambulatory Health Care Services sub-sector provide health care services directly or indirectly to ambulatory patients and do not usually provide inpatient services. Health practitioners in this sub-sector provide outpatient services, with the facilities and equipment not usually being the most significant part of the production process.

Industries in the Hospitals sub-sector provide medical, diagnostic, and treatment services that include physician, nursing, and other health services to inpatients and the specialized accommodation services required by inpatients. Hospitals may also provide outpatient services as a secondary activity. Establishments in the Hospitals sub-sector provide inpatient health services, many of, which can only be provided using the specialized facilities and equipment that form a significant and integral part of the production process.

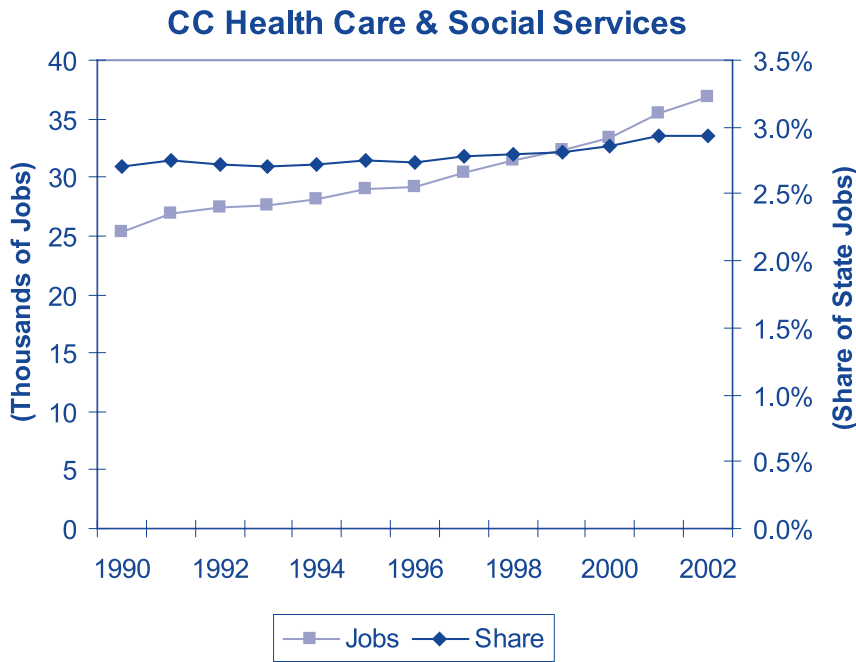
Industries in the Nursing and Residential Care Facilities sub-sector provide residential care combined with either nursing, supervisory, or other types of care as required by the residents. In this sub-sector, the facilities are a significant part of the production process and the care provided is a mix of health and social services with the health services being largely some level of nursing services.

Industries in the Social Assistance sub-sector provide a wide variety of social assistance services directly to their clients. These services do not include residential or accommodation services, except on a short stay basis.

The Health Care and Social Services sector is one of the fastest growing sectors in the CA economy. During the 1990-2002 period, this sector grew from 932,000 jobs to 1,254,000 jobs, an increase of 322,000 or 36%. Health Care and Social Services was second only to All Government in job growth in CA between 1990 and 2002.

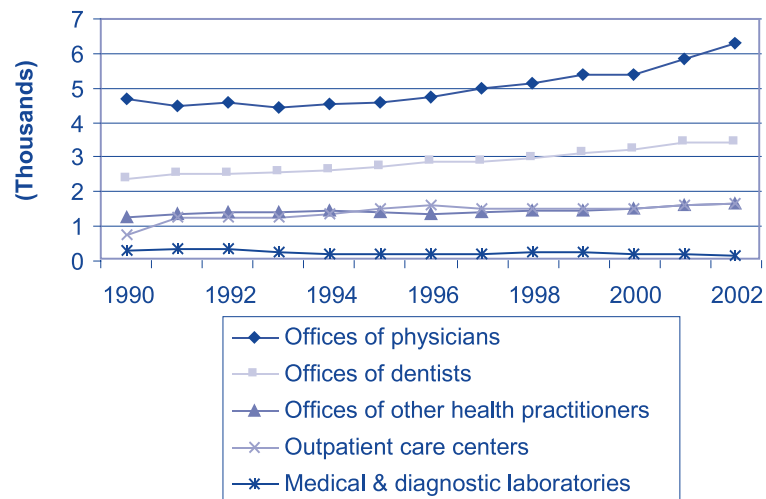
This sector was also a leader in job growth in the CC economic region. The following line graph shows trends in both number of jobs and share of statewide job growth in the Health Care and Social Services sector.

The Health Care & Social Services industry has shown steady job growth in the CC economic region since 1990. Job share of statewide industry growth has also been steady but the pace of job growth in the region, while strong, has not been great enough to increase the share of industry growth statewide. In fact, job share for the region did not increase significantly despite a significant upward trend in the region's job growth between 2001 and 2002.



Job growth in the Health Care & Social Services sector in the CC economic region is led by jobs in the offices of physicians followed by jobs in the offices of dentists and the offices of other health care practitioners. Outpatient care centers and medical & diagnostic laboratories are also increasing jobs in the CC economic region although medical & diagnostic laboratories have been declining as a job provider over the twelve-year period.

Jobs in Health Care & Social Assistance



Jobs in the offices of physicians and offices of dentists increased from 7,000 in 1990 to 9,700 in 2002, an increase of 2,700 jobs or 38.5%. Other job gains were found in individual and family services (1,800 jobs), general medical and surgical hospitals (1,400 jobs), community care facilities for the elderly (1,400 jobs), other residential care facilities (900 jobs), and home health care services (800 jobs).

Central Coast
Health Care & Social Assistance

(Thousands of Jobs)

| | 1990 | 1994 | 2000 | 2002 |
|---|------|------|------|------|
| Offices of physicians | 4.7 | 4.6 | 5.4 | 6.3 |
| Offices of dentists | 2.3 | 2.6 | 3.2 | 3.4 |
| Offices of other health practitioners | 1.3 | 1.4 | 1.5 | 1.7 |
| Outpatient care centers | 0.8 | 1.4 | 1.5 | 1.7 |
| Medical & diagnostic laboratories | 0.3 | 0.2 | 0.2 | 0.2 |
| Home health care services | 0.6 | 1.3 | 1.6 | 1.4 |
| Other ambulatory health care services | 0.4 | 0.4 | 0.3 | 0.3 |
| General medical & surgical hospitals | 6.6 | 6.8 | 7.6 | 8.0 |
| Psychiatric & substance abuse hospitals | 0.1 | 0.0 | 0.0 | 0.0 |
| Other hospitals | 0.3 | 0.3 | 0.3 | 0.3 |
| Nursing care facilities | 2.5 | 2.4 | 2.6 | 2.6 |
| Residential mental health facilities | 1.0 | 0.8 | 1.1 | 1.0 |
| Community care facilities for the elderly | 0.9 | 1.6 | 1.7 | 2.3 |
| Other residential care facilities | 0.3 | 0.5 | 0.6 | 1.2 |
| Individual & family services | 1.3 | 1.5 | 2.6 | 3.1 |
| Emergency & other relief services | 0.2 | 0.3 | 0.4 | 0.4 |

Source: California Employment Development Department

Administrative & Waste Services

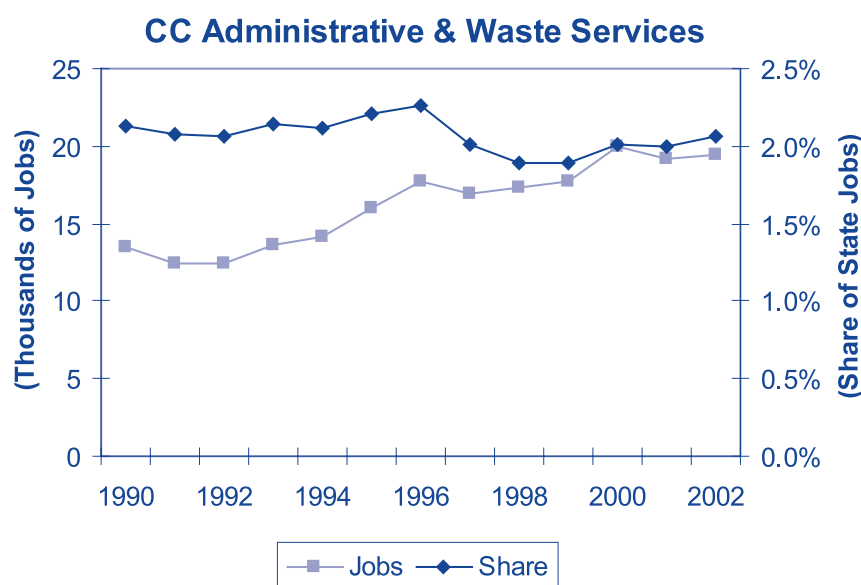
Administrative & Waste Services is another new category introduced by the NAICS coding system. This sector includes Administrative and Support Services and Waste Management and Remediation Services.

Industries in the Administrative and Support Services sub-sector group engage in activities that support the day-to-day operations of other organizations. The processes employed in this sector (e.g., general management, personnel administration, and clerical activities, cleaning activities) are often integral parts of the activities of establishments found in all sectors of the economy. The establishments classified in this sub-sector have specialized in one or more of these activities and can, therefore, provide services to clients in a variety of industries and, in some cases, to households. The individual industries of this sub-sector are defined on the basis of the particular process that they are engaged in and the particular services they provide.

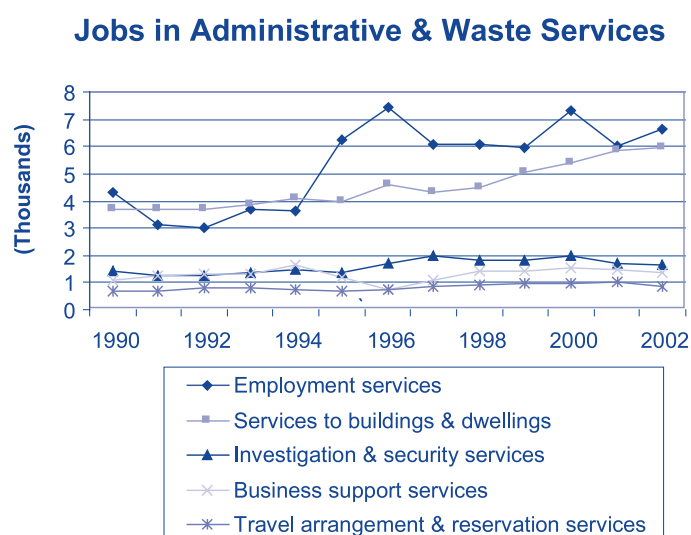
Industries in the Waste Management and Remediation Services sub-sector group engage in the collection, treatment, and disposal of waste materials. This includes establishments engaged in local hauling of waste materials; operating materials recovery facilities (i.e., those that sort recyclable materials from the trash stream); providing remediation services (i.e., those that provide for the cleanup of contaminated buildings, mine sites, soil, or ground water); and providing septic pumping and other miscellaneous waste management services. There are three industry groups within the sub-sector that separate these activities into waste collection, waste treatment and disposal, and remediation and other waste management.

Administrative & Waste Services is a rapidly growing sector of the CA economy driven by the employment services sub-sector. During the 1990-2002 period this sector grew from 633,000 jobs in 1990 to 945,000 jobs in 2002 for an increase of 312,000 jobs over the thirteen year period, an increase of just under 50%. This made Administrative & Waste Services the third fastest growing sector in the CA economy with 65% of this growth being in the employment services sub-sector.

In the Central Coast, total job growth in the Administrative & Waste Services industry has increased substantially during the 1990-2002 period from under 15,000 to over 17,000 during the twelve-year period. Despite these jobs gains the share of jobs in this rapidly growing industry have not equaled job gains statewide therefore job share has fallen, particularly since 1996.



Jobs in the Administrative & Waste Services industry are led by employment services and services to buildings & dwellings which have shown growth over the entire period although growth in the employment services component has been unsteady. Other industry components have shown modest gains or declines over the 1990-2002 period.



Jobs in employment services increased from 4,300 in 1990 to 6,600 in 2002, a gain of 2,300 jobs. However, the peak number of jobs occurred in 2000 when it reached 7,300 after falling to a low of 3,600 in 1994. Jobs in services to buildings & dwellings, on the other hand, rose steadily from 3,700 in 1990 to 5,900 in 2002. Office administrative services also showed a gain of 900 jobs during the twelve-year period.

Central Coast
Administrative & Waste Services
(Thousands of Jobs)

| | 1990 | 1994 | 2000 | 2002 |
|---|-------------|-------------|-------------|-------------|
| Employment services | 4.3 | 3.6 | 7.3 | 6.6 |
| Services to buildings & dwellings | 3.7 | 4.1 | 5.4 | 5.9 |
| Investigation & security services | 1.4 | 1.5 | 2.0 | 1.6 |
| Business support services | 1.1 | 1.6 | 1.5 | 1.3 |
| Travel arrangement & reservation services | 0.7 | 0.7 | 1.0 | 0.9 |
| Office administrative services | 0.6 | 0.9 | 1.1 | 1.5 |
| Other support services | 0.5 | 0.5 | 0.4 | 0.4 |
| Remediation & other waste services | 0.4 | 0.3 | 0.3 | 0.3 |
| Waste treatment & disposal | 0.3 | 0.3 | 0.5 | 0.5 |
| Waste collection | 0.2 | 0.3 | 0.3 | 0.3 |
| Facilities support services | 0.2 | 0.2 | 0.2 | 0.1 |

Source: California Employment Development Department

Retail Trade

The NAICS Retail Trade sector is virtually the same as it was in the SIC coding system, with the exception of the Food Services & Accommodations sub-sector, which is now classified as a stand-alone sector.

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and non-store retailers.

1. Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. These include establishments, such as office supply stores, computer and software stores, building materials dealers, plumbing supply stores, and electrical supply stores. Catalog showrooms, gasoline services stations, automotive dealers, and mobile home dealers are treated as store retailers.

In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. For example, new automobile dealers, electronic and appliance stores, and musical instrument and supply stores often provide repair services. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are classified in this sector.

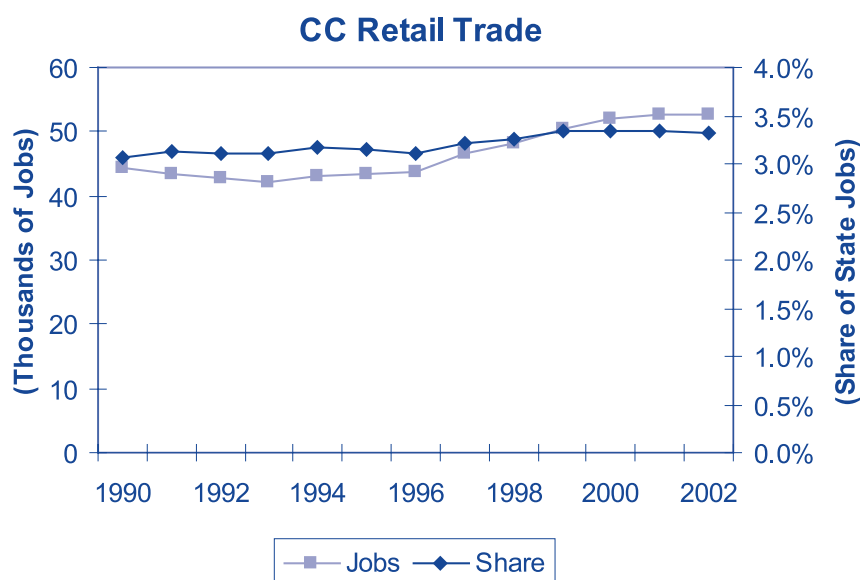
2. Non-store retailers, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this sub-sector reach customers and market merchandise with methods, such as the broadcasting of “infomercials,” the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines. Establishments engaged in the direct sale (non-store) of products, such as home heating oil dealers and home delivery newspaper routes are included here.

The buying of goods for resale is a characteristic of retail trade establishments that particularly distinguishes them from establishments in the agriculture, manufacturing, and construction industries. For example, farms that sell their products at or from the point of production are not classified in retail, but rather in agriculture. Similarly, establishments that both manufacture and sell their products to the general public are not classified in retail, but rather in manufacturing. However, establishments that engage in processing activities incidental to retailing are classified in retail. This includes establishments, such as optical goods stores that do in-store grinding of lenses, and meat and seafood markets.

Wholesalers also engage in the buying of goods for resale, but they are not usually organized to serve the general public. They typically operate from a warehouse or office and neither the design nor the location of these premises is intended to solicit a high volume of walk-in traffic. Wholesalers supply institutional, industrial, wholesale, and retail clients; their operations are, therefore, generally organized to purchase, sell, and deliver merchandise in larger quantities. However, dealers of durable non-consumer goods, such as farm machinery and heavy-duty trucks, are included in wholesale trade even if they often sell these products in single units.

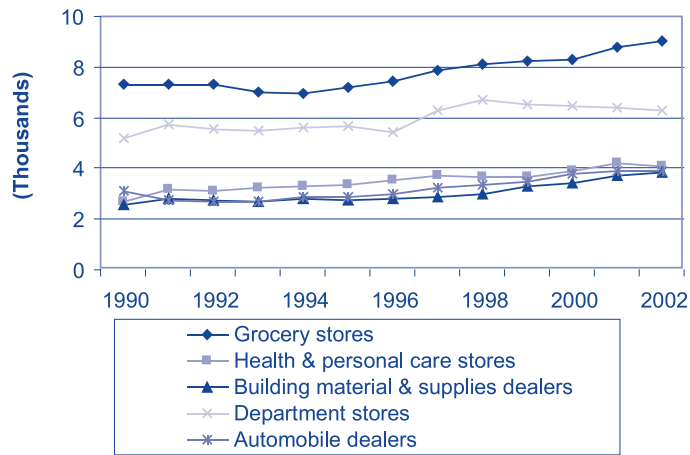
Retail Trade plays an important role in the State's economy. During the period 1990-2002 this sector grew from 1.44 million jobs to 1.58 jobs, a growth of 140,000 over the thirteen-year period, or 97%. statewide, job growth in the retail sector was driven by, Motor Vehicle and Parts dealers which added 36,400 jobs, Automobile Dealers which added 33,300, Food and Beverage stores which added over 30,000 jobs and Building Material and Garden Supply stores which added 20,600 jobs.

Jobs in retail trade have increased steadily over the twelve-year period. However, the level of job creation in this industry has failed to keep pace with the growth of jobs in retail trade statewide. This is shown to be due to the lack of increase in the share of jobs and a narrowing between jobs created in the region and job share. In fact, regional job growth has outpaced growth in job share since 1999.



Jobs in the retail trade industry are led by grocery stores, which have shown steady job growth over the 1990-2002 period despite a slight dip in the 1992-1994 period. Clothing stores, automobile dealers, health and personal care stores and building material & supplies dealers round out the components in this industry with job growth.

Jobs in Retail Trade



Jobs in grocery stores increased from 7,300 in 1990 to 9,000 in 2002, a gain of 1,700 jobs or 23%. Clothing stores and automobile dealers increased their employment by a modest 4,300 combined while health and personal care stores gained 1,400 jobs. Building material & supplies dealers added 1,300 jobs during the twelve-year period.

**Central Coast
Retail Trade**

(Thousands of Jobs)

| | 1990 | 1994 | 2000 | 2002 |
|--|------|------|------|------|
| Grocery stores | 7.3 | 7.0 | 8.3 | 9.0 |
| Health & personal care stores | 2.7 | 3.3 | 3.9 | 4.1 |
| Building material & supplies dealers | 2.6 | 2.8 | 3.4 | 3.9 |
| Department stores | 5.2 | 5.6 | 6.5 | 6.3 |
| Automobile dealers | 3.1 | 2.8 | 3.8 | 3.9 |
| Electronics & appliance stores | 1.2 | 1.2 | 1.8 | 1.9 |
| Home furnishings stores | 0.8 | 0.8 | 1.7 | 1.3 |
| Sporting goods & musical instrument stores | 1.7 | 1.7 | 2.2 | 2.1 |
| Other miscellaneous store retailers | 0.9 | 0.7 | 1.1 | 1.3 |
| Other motor vehicle dealers | 0.2 | 0.2 | 0.5 | 0.6 |
| Used merchandise stores | 0.3 | 0.3 | 0.5 | 0.6 |
| Electronic shopping & mail-order houses | 0.5 | 0.7 | 0.9 | 0.8 |
| Book, periodical, & music stores | 0.8 | 1.2 | 1.2 | 1.1 |
| Jewelry, luggage, & leather goods stores | 0.6 | 0.7 | 0.7 | 0.8 |
| Clothing stores | 3.3 | 3.3 | 3.4 | 3.5 |
| Auto parts, accessories, & tire stores | 1.5 | 1.4 | 1.6 | 1.6 |
| Furniture stores | 0.7 | 0.6 | 0.8 | 0.7 |
| Specialty food stores | 1.2 | 1.1 | 1.7 | 1.3 |
| Office supplies, stationery, & gift stores | 1.8 | 1.6 | 2.0 | 1.8 |
| Vending machine operators | 0.2 | 0.1 | 0.1 | 0.1 |
| Florists | 0.5 | 0.5 | 0.4 | 0.4 |
| Direct selling establishments | 0.7 | 0.5 | 0.6 | 0.5 |
| Shoe stores | 0.9 | 0.6 | 0.5 | 0.6 |
| Beer, wine, & liquor stores | 0.8 | 0.7 | 0.7 | 0.6 |
| Gasoline stations | 2.4 | 2.2 | 2.1 | 2.2 |
| Other general merchandise stores | 1.4 | 0.7 | 1.1 | 1.1 |
| Lawn & garden equipment & supplies stores | 1.1 | 0.7 | 0.7 | 0.6 |

Source: California Employment Development Department

Accommodation & Food Services

Accommodations & Food Services is a new NAICS sector made up primarily of sub-sectors removed from the Retail Trade sector in the SIC coding system. The Accommodation and Food Services sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.

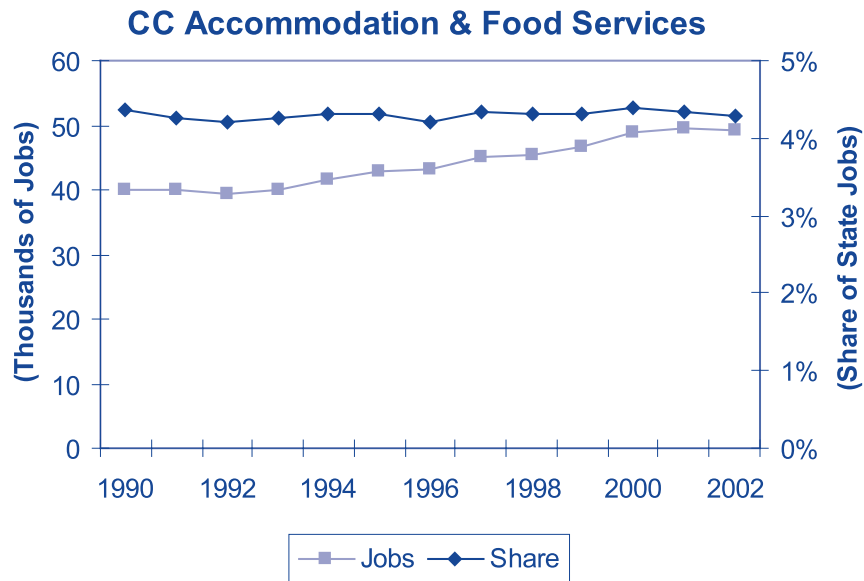
The sector includes both accommodation and food services establishments because the two activities are often combined at the same establishment. Excluded from this sector are civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services.

Industries in the Accommodation sub-sector provide lodging or short-term accommodations for travelers, vacationers, and others. There is a wide range of establishments in these industries. Some provide lodging only; while others provide meals, laundry services, and recreational facilities, as well as lodging. Lodging establishments are classified in this sub-sector even if the provision of complementary services generates more revenue. The types of complementary services provided vary from establishment to establishment.

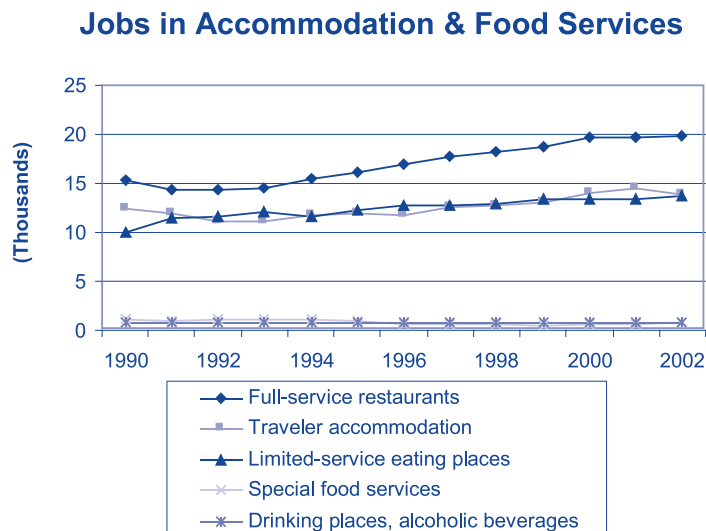
Industries in the Food Services and Drinking Places sub-sector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only; while others provide various combinations of seating space, waiter/waitress services and incidental amenities, such as limited entertainment. The industries in the sub-sector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services; and drinking places.

The Accommodations & Food Services sector contributed 234,800 net new jobs to the CA economy between 1990 and 2002. The sector grew from 917,000 jobs in 1990 to 1,151,800 jobs in 2002, a growth rate of 26% over the thirteen year period. Key sub-sectors in the Accommodations & Food Services sector are full service restaurants and limited services eating-places, which added 129,200 net new jobs and 123,200 net new jobs respectively during the 1990-2002 period. Jobs in Accommodations fell statewide.

Although job gains in the CC economic region have been steady during the 1990-2002 period, these gains have failed to keep pace with the statewide job gains in this rapidly growing industry. From 1990 to 2002 the CC economic region's share of statewide employment in the Accommodation & Food Services industry has fallen steadily. This means that the region is not keeping pace with growth in this industry statewide despite significant gains in jobs.



Full service restaurants, traveler accommodation and limited-service eating-places lead jobs in the Accommodation & Food Services industry in the CC economic region. These industries have increased the number of jobs in their respective industries over the 1990-2002 period.



Jobs in full-service restaurants increased from 15,300 jobs in 1990 to 19,800 jobs in 2002, an increase of 4,500 or 29.4% over the twelve-year period. Jobs in limited-service eating places increased from 12,500 to 13,800 for an increase of 1,300 while jobs in traveler accommodations increased by 3,700.

Central Coast
Accommodation & Food Services

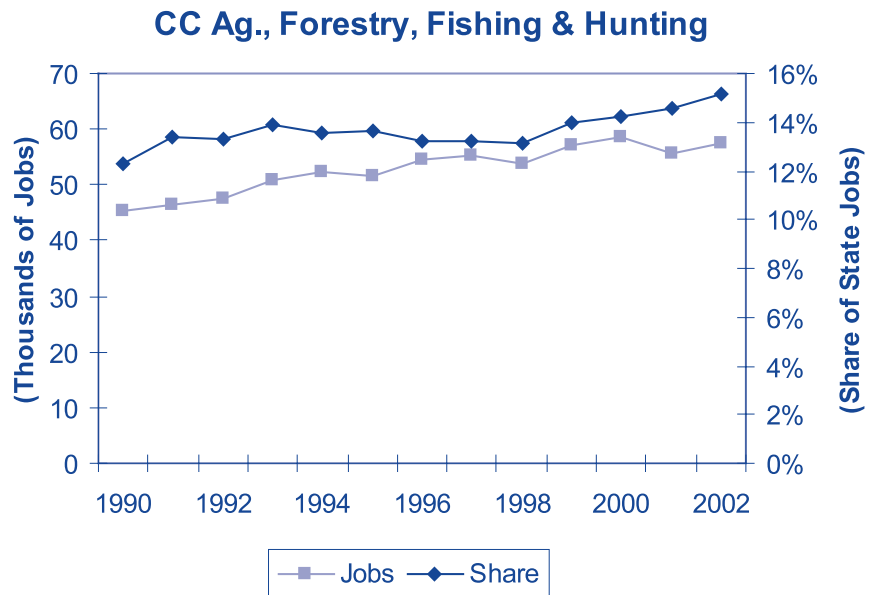
(Thousands of Jobs)

| | 1990 | 1994 | 2000 | 2002 |
|--------------------------------------|-------------|-------------|-------------|-------------|
| Full-service restaurants | 15.3 | 15.5 | 19.7 | 19.8 |
| Limited-service eating places | 12.5 | 11.7 | 14.1 | 13.8 |
| Traveler accommodation | 10.0 | 11.7 | 13.5 | 13.7 |
| Rooming and boarding houses | 1.1 | 1.2 | 0.6 | 0.7 |
| RV parks and recreational camps | 0.9 | 0.9 | 0.8 | 0.8 |
| Drinking places, alcoholic beverages | 0.2 | 0.2 | 0.3 | 0.3 |
| Special food services | 0.2 | 0.3 | 0.1 | 0.2 |

Source: California Employment Development Department

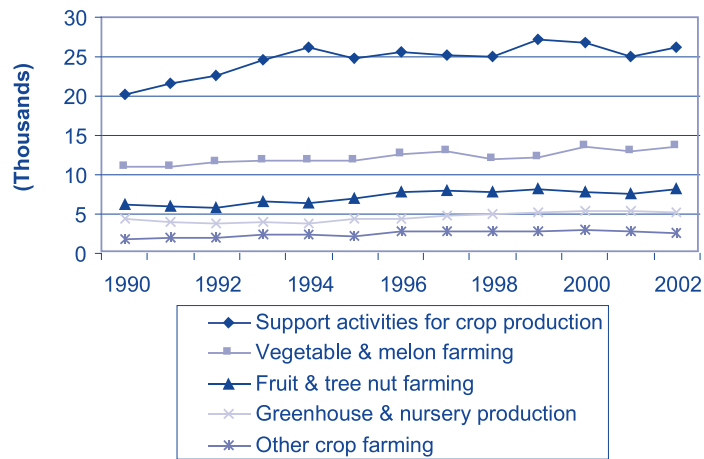
Agriculture, Forestry, Fishing & Hunting

During the 1990-2002 period the Ag., Forestry, Fishing & Hunting industry in the CC economic region has increased the number of jobs available and continued to increase its share of jobs in this industry statewide. There have been gains in regional job growth and regional job share since 1999.



Job growth in the Ag., Forestry, Fishing & Hunting industry in the CC economic region is led by support activities for crop production. This component of the industry experienced an increase over the entire twelve-year period peaking in 1999. Second in job generation is vegetable & melon farming, followed by fruit & tree nut farming, greenhouse & nursery production and other crop farming.

CC Ag., Forestry, Fishing & Hunting



Jobs in support activities for crop production increased by 6,000 jobs between 1990 and 2002. Jobs in vegetable & melon farming increased by 2,700 and fruit & tree nut farming increased by 1,900. Jobs in greenhouse & nursery production increased by 800 and other crop farming added 700.

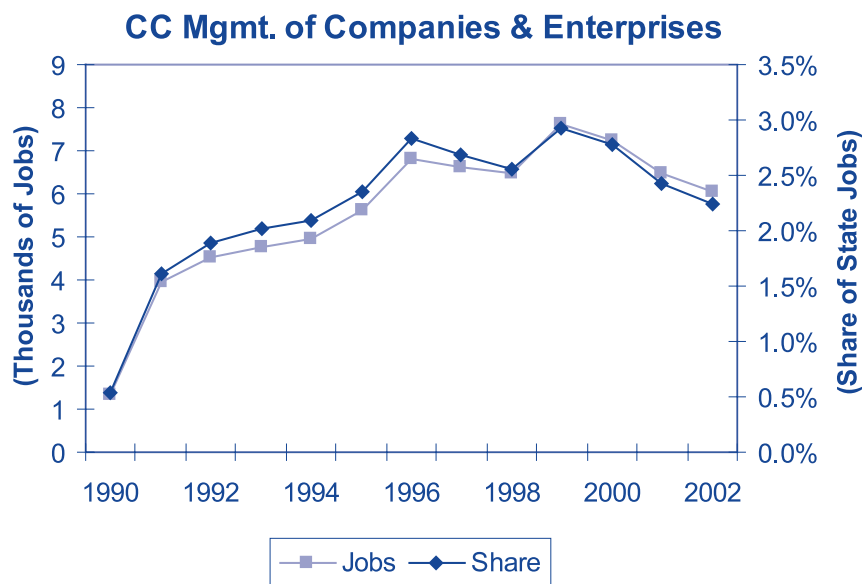
Central Coast
Ag., Forestry, Fishing & Hunting
(Thousands of Jobs)

| | 1990 | 1994 | 2000 | 2002 |
|--|-------------|-------------|-------------|-------------|
| Support activities for crop production | 20.3 | 26.2 | 26.8 | 26.3 |
| Vegetable & melon farming | 10.9 | 11.9 | 13.5 | 13.6 |
| Fruit & tree nut farming | 6.3 | 6.4 | 7.9 | 8.2 |
| Greenhouse & nursery production | 4.3 | 3.8 | 5.4 | 5.1 |
| Other crop farming | 1.8 | 2.3 | 3.1 | 2.5 |
| Cattle ranching & farming | 0.7 | 0.5 | 0.5 | 0.4 |
| Support activities for animal production | 0.3 | 0.3 | 0.3 | 0.3 |
| Other animal production | 0.3 | 0.2 | 0.3 | 0.3 |
| Fishing | 0.2 | 0.1 | 0.1 | 0.1 |
| Poultry & egg production | 0.1 | 0.1 | 0.1 | 0.1 |
| Oilseed & grain farming | 0.1 | 0.2 | 0.0 | 0.1 |
| Animal aquaculture | 0.0 | 0.0 | 0.1 | 0.1 |
| Forest nursery & gathering forest products | 0.0 | 0.0 | 0.3 | 0.3 |
| Hog & pig farming | 0.0 | 0.0 | 0.0 | 0.0 |
| Sheep & goat farming | 0.0 | 0.0 | 0.0 | 0.0 |
| Hunting & trapping | 0.0 | 0.0 | 0.0 | 0.0 |
| Timber tract operations | 0.0 | 0.0 | 0.0 | 0.0 |

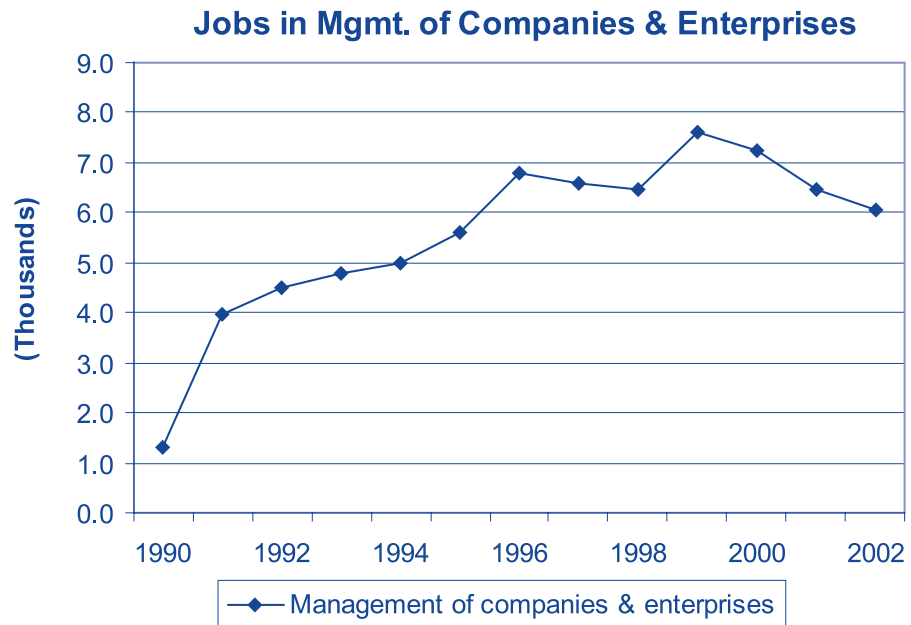
Source: California Employment Development Department

Management of Companies & Enterprises

The number of jobs in the Mgmt. of Companies & Enterprises increased substantially during the 1990-2002 period in the CC economic region. Regional job share and regional job gains remained similar during the period indicating that the CC economic region is maintaining its jobs in this industry similar to increases statewide.



Jobs in the Mgmt. of Companies & Enterprises are represented in the CC economic region by one industry, real estate & rentals & leasing. This industry has shown steady growth in jobs over the 1990-2002 period adding 4,800 jobs.



| Central Coast | | | | |
|---------------------------------------|------|------|------|------|
| Mgmt. of Companies & Enterprises | | | | |
| (Thousands of Jobs) | | | | |
| | 1990 | 1994 | 2000 | 2002 |
| Management of companies & enterprises | 1.3 | 5.0 | 7.3 | 6.1 |

Source: California Employment Development Department

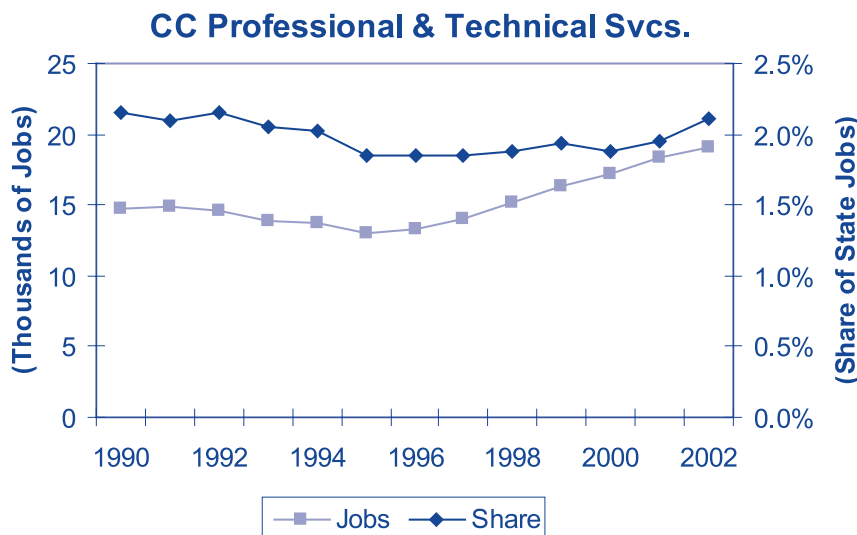
Professional & Technical Services

Firms in the Professional, Scientific, and Technical Services sub-sector group establishments engage in processes where human capital is the major input. These establishments make available the knowledge and skills of their employees, often on an assignment basis, where an individual or team is responsible for the delivery of services to a client. The individual industries of this sub-sector are defined on the basis of the particular expertise and training of the service provider.

The distinguishing feature of the Professional, Scientific, and Technical Services sub-sector is the fact that most of the industries grouped in it have production processes that are almost wholly dependent on worker skills. In most of these industries, equipment and materials are not of major importance, unlike health care, for example, where “high tech” machines and materials are important collaborating inputs to labor skills in the production of health care. Thus, the establishments classified in this sub-sector sell expertise. Much of the expertise requires substantial education attainment, though not in every case.

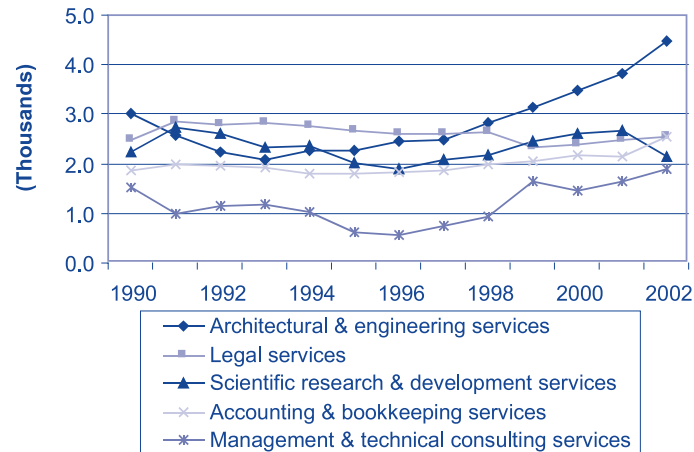
Professional & Technical Services is a major generator of jobs in CA. This sector added 217,600 during the 1990-2002 period growing from 687,100 in 1990 to 904,700 in 2002, growth of 32% over the thirteen-year period. This sector was led by computer systems design and related services which added 106,900 jobs, management and technical consulting services which added 37,400 jobs and architectural and engineering services which added 29,200 jobs.

This industry has also shown considerable job growth in the CC economic region and during the 2000-2002 period has shown a gain in job share as well. This indicates that the CC economic region is becoming a more attractive site for the location of firms in this industry and becoming a more significant component of the regions economic base.



Architectural & engineering services, legal services, scientific research & development services, accounting & bookkeeping services and management & technical consulting services lead the Professional & Technical Services industry in the CC economic region. Job growth trends in architectural & engineering services and management & technical consulting services are the most steady and positive.

Jobs in Professional & Technical Svcs.



During the twelve-year period the architectural & engineering services sector of the Professional & Technical Services Industry added 1,500 jobs, increasing from 3,000 in 1990 to 4,500 in 2002. Legal services added 1,000 jobs from increasing 1,500 in 1990 to 2,500 in 2002. Scientific research & development services also added 1,000 jobs from 1,100 in 1990 to 2,100 in 2002. Accounting & bookkeeping services added 1,800 jobs from 800 in 1990 to 2,600 in 2002 and management & technical consulting services added 1,800 jobs from 800 to 2,600. Several other industries increased jobs by more than 1,000 during the 1990-2002 period.

Central Coast
Professional & Technical Svcs.
(Thousands of Jobs)

| | 1990 | 1994 | 2000 | 2002 |
|--|-------------|-------------|-------------|-------------|
| Architectural & engineering services | 3.0 | 2.3 | 3.5 | 4.5 |
| Legal services | 1.5 | 2.8 | 2.4 | 2.5 |
| Scientific research & development services | 1.1 | 2.3 | 2.6 | 2.1 |
| Accounting & bookkeeping services | 0.8 | 1.8 | 2.2 | 2.6 |
| Management & technical consulting services | 0.8 | 1.0 | 1.5 | 1.9 |
| Computer systems design & related services | 0.7 | 1.3 | 1.9 | 1.9 |
| Other professional & technical services | 0.5 | 1.4 | 2.1 | 2.3 |
| Advertising & related services | 0.5 | 0.6 | 0.8 | 0.9 |
| Specialized design services | 0.4 | 0.2 | 0.3 | 0.4 |

Source: California Employment Development Department

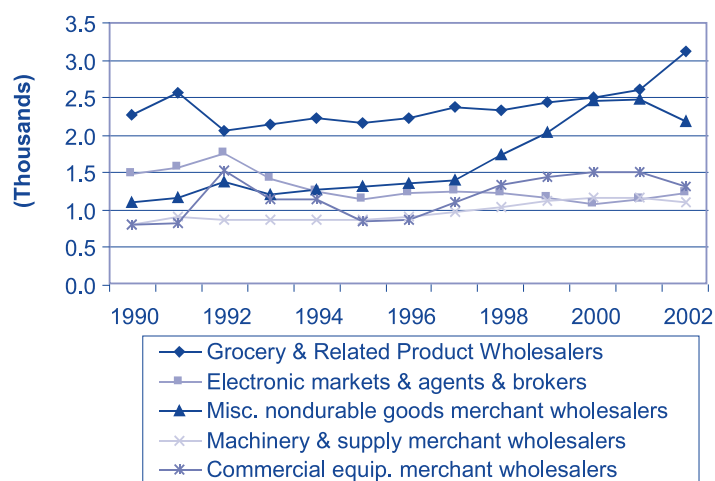
Wholesale Trade

Wholesale trade employment increased steadily and significantly in regional job growth and regional job share since 1997. However, the trend in job growth has been more favorable than the trend in regional job share. Interestingly, both regional job growth and regional job share declined near the end of the 1990-2002 study period. This indicates that the CC economic region is benefiting from the growth in this industry statewide but is failing to increase its share of the industry growth statewide as much as it might.



Grocery & related product wholesalers and more recently by misc. nondurable goods merchant wholesalers lead job growth in Wholesale trade. Electronic markets & agents & brokers, machinery & supply merchant wholesalers and commercial equipment merchant wholesalers all added jobs.

Wholesale Trade



Grocery & related product wholesalers added 800 jobs during the 1990-2002 period. Misc. nondurable goods merchant wholesalers added 1,100. Machinery & supply merchant wholesalers added 300 and commercial equipment merchant wholesalers added 500. Other sub-sectors had modest gains, remained constant or lost jobs during the period.

Central Coast Wholesale Trade (Thousands of Jobs)

| | 1990 | 1994 | 2000 | 2002 |
|---|------|------|------|------|
| Grocery & Related Product Wholesalers | 2.3 | 2.2 | 2.5 | 3.1 |
| Electronic markets & agents & brokers | 1.5 | 1.2 | 1.1 | 1.2 |
| Misc. nondurable goods merchant wholesalers | 1.1 | 1.3 | 2.5 | 2.2 |
| Machinery & supply merchant wholesalers | 0.8 | 0.9 | 1.2 | 1.1 |
| Commercial equip. merchant wholesalers | 0.8 | 1.2 | 1.5 | 1.3 |
| Alcoholic beverage merchant wholesalers | 0.7 | 0.4 | 0.5 | 0.4 |
| Apparel & piece goods merchant wholesalers | 0.5 | 0.2 | 0.2 | 0.1 |
| Motor vehicle & parts merchant wholesalers | 0.5 | 0.4 | 0.4 | 0.4 |
| Lumber & const. supply merchant wholesalers | 0.4 | 0.2 | 0.4 | 0.4 |
| Hardware & plumbing merchant wholesalers | 0.4 | 0.3 | 0.4 | 0.4 |
| Misc. durable goods merchant wholesalers | 0.3 | 0.5 | 0.6 | 0.5 |
| Paper & paper product merchant wholesalers | 0.3 | 0.3 | 0.2 | 0.2 |
| Electric goods merchant wholesalers | 0.3 | 0.2 | 0.6 | 0.5 |
| Petroleum merchant wholesalers | 0.2 | 0.2 | 0.2 | 0.3 |
| Druggists' goods merchant wholesalers | 0.1 | 0.1 | 0.1 | 0.2 |
| Metal & mineral merchant wholesalers | 0.1 | 0.1 | 0.1 | 0.1 |
| Furniture & furnishing merchant wholesalers | 0.1 | 0.1 | 0.2 | 0.2 |
| Chemical merchant wholesalers | 0.1 | 0.0 | 0.1 | 0.1 |
| Farm product raw material merch. whls. | 0.0 | 0.0 | 0.0 | 0.0 |

Source: California Employment Development Department

APPENDIX

Industries Included in Regional Economic Base

All Government

Local government /1
State government /2
Federal government /3

Construction

Building foundation & exterior contractors
Building finishing contractors
Building equipment contractors
Other specialty trade contractors
Highway, street, & bridge construction
Land subdivision
Residential building construction
Nonresidential building construction
Other heavy construction
Utility system construction

Health Care & Social Assistance

Offices of physicians
General medical & surgical hospitals
Nursing care facilities
Offices of dentists
Residential mental health facilities
Community care facilities for the elderly
Child day care services
Individual & family services
Other residential care facilities
Outpatient care centers
Vocational rehabilitation services
Offices of other health practitioners
Emergency & other relief services
Home health care services
Other ambulatory health care services
Medical & diagnostic laboratories
Other hospitals
Psychiatric & substance abuse hospitals

Administrative & Waste Services

- Employment services
- Services to buildings & dwellings
- Business support services
- Travel arrangement & reservation services
- Investigation & security services
- Facilities support services
- Office administrative services
- Other support services
- Waste collection
- Remediation & other waste services
- Waste treatment & disposal

Retail Trade

- Department stores
- Grocery stores
- Automobile dealers
- Building material & supplies dealers
- Health & personal care stores
- Gasoline stations
- Electronics & appliance stores
- Auto parts, accessories, & tire stores
- Clothing stores
- Used merchandise stores
- Office supplies, stationery, & gift stores
- Other motor vehicle dealers
- Sporting goods & musical instrument stores
- Other miscellaneous store retailers
- Home furnishings stores
- Jewelry, luggage, & leather goods stores
- Specialty food stores
- Furniture stores
- Book, periodical, & music stores
- Vending machine operators
- Electronic shopping & mail-order houses
- Florists
- Beer, wine, & liquor stores
- Shoe stores
- Lawn & garden equipment & supplies stores
- Direct selling establishments
- Other general merchandise stores

Accommodations & Food Services

Limited-service eating places
Full-service restaurants
Traveler accommodation
Rooming & boarding houses
RV parks & recreational camps
Drinking places, alcoholic beverages
Special food services

Agriculture, Forestry, Fishing & Hunting

Support activities for crop production
Vegetable & melon farming
Fruit & tree nut farming
Greenhouse & nursery production
Other crop farming
Cattle ranching & farming
Support activities for animal production
Other animal production
Fishing
Poultry & egg production
Oilseed & grain farming
Animal aquaculture
Forest nursery & gathering forest products
Hog & pig farming
Sheep & goat farming
Hunting & trapping
Timber tract operations

Management of Companies & Enterprises

Management of companies & enterprises

Professional & Technical Services

Architectural & engineering services
Management & technical consulting services
Computer systems design & related services
Legal services
Other professional & technical services
Accounting & bookkeeping services
Advertising & related services
Scientific research & development services
Specialized design services

Wholesale Trade

Grocery & related product wholesalers
Electronic markets & agents & brokers
Misc. nondurable goods merchant wholesalers
Machinery & supply merchant wholesalers
Commercial equip. merchant wholesalers
Alcoholic beverage merchant wholesalers
Apparel & piece goods merchant wholesalers
Motor vehicle & parts merchant wholesalers
Lumber & const. supply merchant wholesalers
Hardware & plumbing merchant wholesalers
Misc. durable goods merchant wholesalers
Paper & paper product merchant wholesalers
Electric goods merchant wholesalers
Petroleum merchant wholesalers
Druggists' goods merchant wholesalers
Metal & mineral merchant wholesalers
Furniture & furnishing merchant wholesalers
Chemical merchant wholesalers
Farm product raw material merch. whls.

/1 - Local government includes local education.

/2 - State government includes state education.

/3 - Federal government includes defense.

